...VEMBER 30, 1953

35c PER COPY

TECHNOLOGY DE...

BROADCASTING ... TELECASTING

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23RD year

...WEEKLY ... AND TV

...your product's a honey"...

and well worth the money...

then of its advantages tell...

for when more people know it...

and they will,

when you show it...on TV*

THEN YOU WATCH IT SELL!

*KOTV - KFMB-TV

Channel 6
WRATHER-ALVAREZ, INC.
TULSA, OKLAHOMA

Channel 8
WRATHER-ALVAREZ BROADCASTING, INC.
SAN DIEGO, CALIFORNIA

NETWORK AFFILIATIONS: CBS, NBC, ABC

Exclusive National Representative: EDWARD PETRY & CO.

...KUM

More tv installers watch
this test pattern in Eastern Iowa

than in NYC, Chicago and
Pago Pago combined!

WMT AM & TV • CBS for Eastern Iowa • Mail Address: Cedar Rapids • National Reps: The Katz Agency

WHK

IS

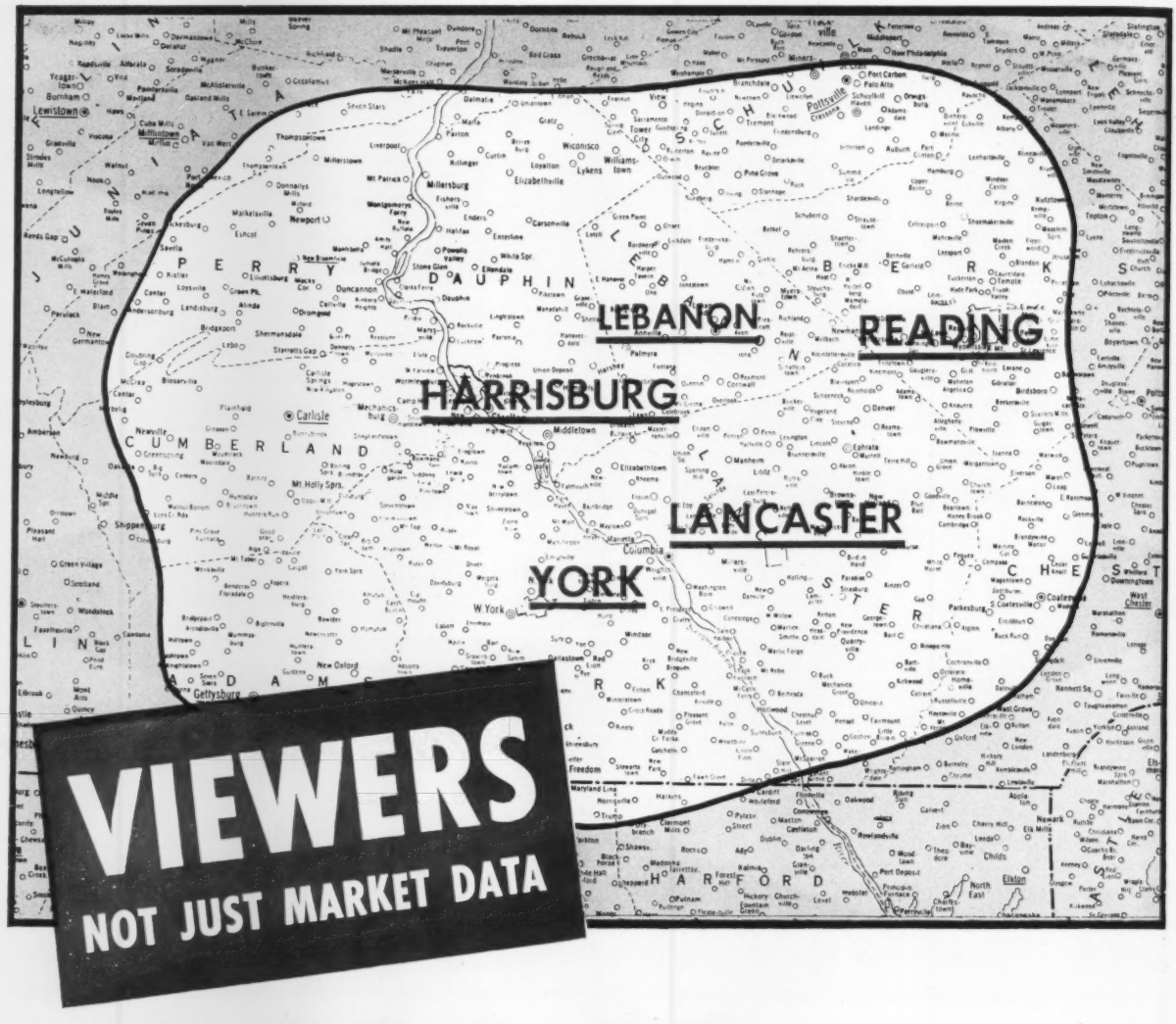
CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM



WGAL·TV Lancaster, Pa.

NBC • CBS • ABC • Du Mont

Although mail comes consistently to WGAL-TV from a great many miles away, the heaviest response comes from the white area above. WGAL-TV didn't draw the map . . . its viewers from Harrisburg, York, Reading, Lebanon and Lancaster did! For larger coverage, bigger audience, greater sales potential, buy WGAL-TV, Channel 8.

Mr. Channel 8

WGAL
AM FM TV
Steinman Station
Clair McCollough, Pres.

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco

closed circuit

GEN. MARK W. CLARK, who recently retired as Army's top-ranking officer, has become associated with Jefferson Standard Broadcasting Co. to counsel it on educational activities, which include radio and television commentaries. Gen. Clark becomes president of The Citadel March 1, and Jefferson Standard, which operates WBT and WBTV (TV) Charlotte, N. C., has just procured construction permit for ch. 8 in Florence, S. C. (see story page 56).

★ ★ ★

IT WAS DONE quietly, but with Bill Ryan's resignation as Broadcast Advertising Bureau president, effective Feb. 1 [B•T, Nov. 23], Board Chairman Charles C. Caley, WMBD Peoria, asked three-man group headed by Edgar Kobak, station owner, consultant and longtime BAB leader, to serve as standby committee to advise BAB management on policy questions that may arise needing prompt board-level attention. President Ryan continuing to run BAB until effective date of his resignation, and special committee's function is described as strictly consultative and having nothing to do with day-to-day operations. Serving with Mr. Kobak are Adrian Murphy, president of CBS Radio, and H. Preston Peters, president of Free & Peters.

★ ★ ★

ABC's Hollywood keys—KECA and KECA-TV—shortly expected to become KABC-AM-TV in three-way call change pending FCC approval. Storer Broadcasting Co., which recently acquired KABC San Antonio where it owns KEYL (TV), will change to KGBS-AM-TV while KGBS Harlingen, Tex., becomes KGVS. Latter is paid $7,500 by ABC to defray costs of advertising change.

★ ★ ★

FRANK K. WHITE, former NBC president, has returned to his home at Larchmont, N. Y., after three-month vacation on West Coast, Mexico and in South. He does not contemplate announcement regarding his plans until end of year, and disclaims knowledge of bid for his services by BAB as successor to Mr. Ryan (see above).

★ ★ ★

EARLY signs of college sentiment at National Collegiate Athletic Assn. regional meetings point to continued operation of football tv monopoly in 1954 with one major change—more multi-game Saturday telecasts to meet regional and conference demands. Incidentally, analysis of professional and amateur box office expected to show attendance in 1953 was at high level despite telecasts and radio play-by-play coverage of many events. Final figures available late January.

★ ★ ★

PROGRESS REPORT on American Broadcasting Co. since its fusion with United Paramount Theatres was presented to full FCC at informal conference in Chairman Hyde's office Tuesday. Present, in addition to FCC members (except John C. Doerfer), were Leonard H. Goldenson, AB-PT president; Edward Noble, chairman, finance committee, AB-PT; Robert E. Kintner, president, ABC; Robert H. O'Brien, financial vice president, secretary, AB-PT, and executive vice president, ABC; Robert H. Hinckley, Washington vice president, ABC; W. W. Gross, vice president and general counsel, AB-PT; Frank Marx, vice president for general engineering, ABC, and Oliver Treyz, director of radio network.

★ ★ ★

DETERMINED to settle problem on specialized uses in fm (functional music, storecasting, transitcasting, etc.), FCC soon may release proposed rule-making. Commission believed disposed to authorize these specialized uses, provided station actually has primary signal on air for general reception. Other services thus could be "multiplexed" on same channel.

★ ★ ★

WHILE ANSWER to conundrum of how to handle White House broadcasts on "news conference" basis hasn't yet been divulged, some notion as to thinking now is evident. President now holds periodic "press" conferences at which reporters (of all media) toss questions at Chief Executive, but cannot quote him directly without specific authorization. If there are "press" conferences, then why not "radio-television" conferences for simulcast? This would involve new techniques. It would get around "mugging" by reporters-turned-actors, because press, *per se*, would be excluded from camera view, but presumably could report on what they heard.

★ ★ ★

MOST CONSISTENT shortcoming of applicants appearing at competitive tv hearings before FCC examiners is conceded to be in film buying field. Observers have commented upon "appalling lack" of indoctrination on how to buy and exhibit films for video. Even those with motion picture background do not seem to know how to adapt film procedures to tv, FCC observers contend.

★ ★ ★

RE arrangements for St. Louis Cards' baseball radio-tv coverage next year, it's understood that some midwest minor league teams would be willing to permit telecasts into their territory under 50-mile rule for "reasonable" remuneration. Problem will be thrashed out at minor leagues' meeting this week. Minors' attitude said to be more important than any effect of recent rulings on sports and particularly baseball.

★ ★ ★

FOR FIRST time since merger of ABC and United Paramount Theatres last February, officials of parent theatre organization, headed by Leonard H. Goldenson, will attend regional affiliate meetings of network. Series begins January in New York and winds up month later in New Orleans.

IN THIS ISSUE

LEAD STORY

Radio-television dominate eastern annual conference of AAAA. *Page 33.*

ADVERTISERS & AGENCIES

Six advertisers appoint new agencies. *Page 36.*

PROGRAM SERVICES

With expiration of blanket tv licenses only month away, networks and stations will hold negotiation meetings with ASCAP this week. *Page 40.*

GOVERNMENT

FCC amends multiple ownership rules to prevent anyone from holding interests in more than seven am, seven fm or five tv stations. *Page 44.*

Three vhf stations granted by Commission. *Page 56.*

STATIONS

Seven new tv outlets begin operation, reports weekly B•T summary of new starts and those scheduled for next 30 days. *Page 68.*

NETWORKS

Implication that President O'Neil may hand active direction of MBS to other officers seen in executive reorganization. *Page 78.*

National networks are deciding what to do about requests for time to reply to Sen. McCarthy. *Page 82.*

TRADE ASSOCIATIONS

NARTB Sports Committee launches drive to break down restrictions on broadcasts of sports events. *Page 84A.*

Ultra High Frequency Tv Assn., at two-day meeting, adopts objectives including development of all-channel receivers and higher-power transmitters. *Page 84B.*

California broadcasters pass resolution opposing license fees. *Page 84C.*

FEATURES

Summary of merchandising services provided by radio stations and networks. *Page 88.*

What's right and wrong with radio news: A newspaperman's criticism. *Page 94.*

INTERNATIONAL

How license fees have influenced broadcasting in Canada: A Special B•T report. *Page 113.*

FOR THE RECORD

TELESTATUS weekly summary of all tv stations on the air and their esitmates of tv set distribution. *Page 127.*

Commencement target dates of all tv grantees. *Page 130.*

PART II

In special supplement, B•T publishes station-by-station tabulation of national radio merchandising survey of Kenyon & Eckhardt.

You can advertise successfully o

SPOTT

Local TV kids' programs work wonders ... on audiences and sales.

They're scheduled just when most kids can be reached in each market. And they're tailored right to kids' own interest ... which makes the kids ask for products they see advertised.

When they do, parents buy. One national advertiser

WSB-TV . . . . Atlanta	KECA-TV . . . Los Angeles	WTVH-TV . . . Peoria
WBAL-TV . . . Baltimore	KSTP-TV . . . Mp'l's.—St. Paul	WENS . . . . . Pittsburgh
WFAA-TV . . . Dallas	WSM-TV . . . Nashville	WOAI-TV . . . San Antonio
*KOA-TV . . . . Denver	WABC-TV . . . New York	KFMB-TV . . . San Diego
WICU . . . . . Erie	WTAR-TV . . . Norfolk	KGO-TV . . . . San Francisco
KPRC-TV . . . Houston	KMTV . . . . . Omaha	KOTV . . . . . Tulsa
		KEDD . . . . . Wichita

*In operation on or about December 24th

XUM

lly over kids' shoulders with . . .

put his product (a first aid supply) into 22,000 homes . . . all within a month . . . using only two participations weekly in one kid's program.

Local TV kids' programs dig right into the markets where you sell your product. You'll have many extra merchandising opportunities. You'll have complete flexibility in buying just the time periods you need.

REPRESENTED BY

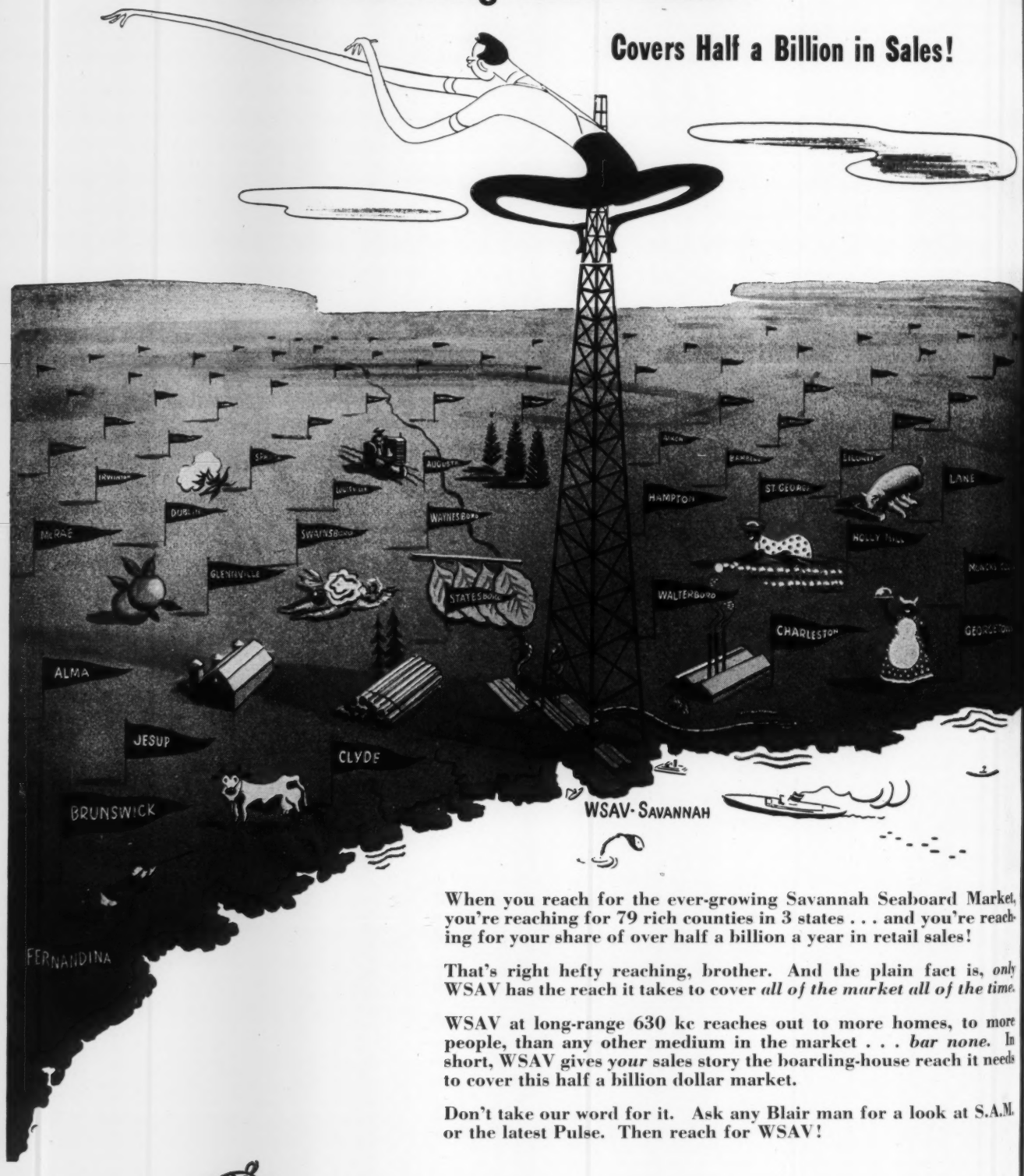
Edward Petry & Co., Inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

XUM

Our Boarding-house Reach

Covers Half a Billion in Sales!



When you reach for the ever-growing Savannah Seaboard Market, you're reaching for 79 rich counties in 3 states . . . and you're reaching for your share of over half a billion a year in retail sales!

That's right hefty reaching, brother. And the plain fact is, *only* WSAV has the reach it takes to cover *all of the market all of the time.*

WSAV at long-range 630 kc reaches out to more homes, to more people, than any other medium in the market . . . *bar none.* In short, WSAV gives *your* sales story the boarding-house reach it needs to cover this half a billion dollar market.

Don't take our word for it. Ask any Blair man for a look at S.A.M. or the latest Pulse. Then reach for WSAV!

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS

at deadline

FCC Studies Staff's Proposals for Color Tv

FCC COMMISSIONERS read rough draft of its staff-recommended color tv decision over the weekend, are scheduled to resume discussion on document today (Mon.). Commission held 75-minute session on subject Friday afternoon, with all present but Comr. Frieda B. Hennock. That Commission will approve NTSC standards, supported by virtually entire industry, is understood to be foregone conclusion. In Friday meeting, first on color tv since Oct. 15 New York demonstrations, no significant objections were raised to any portions of staff paper.

Under ideal conditions, FCC could, it is believed, issue final decision on compatible color standards this week. Under normal circumstances, it is believed that another two weeks will be required for Commission discussion, staff revision and final draft of Commission's instructions. This would bring final decision issuance week of Dec. 14. Since important FCC orders usually are issued after 3 p.m. on Fridays, best guess is that Dec. 18 may be the day.

Only portions of relatively slim report (20 pages) that may require detailed study are those dealing with technical matters, it is understood. These would be references to cost and complexity of receivers and station equipment, compatibility and "reverse" compatibility, definition, color faithfulness and detail of polychrome picture.

Some questions have been raised in connection with patent holdings, but these are said not to be too serious.

Farm Directors Told Radio Sells 'Double Market'

NEED by farm directors for presentation that "completely analyzes the tremendous sales potential in the farm market and radio's penetration of that market" was highlighted in talk for delivery Saturday by William B. Ryan, BAB president, before annual meeting of National Assn. of Radio Farm Directors in Chicago.

Mr. Ryan made use of main features of new BAB presentation to be released in January, which maintains that radio provides "almost complete saturation" of "double market" of farm consumers and farm producers by reaching at least 97% of all U. S. farm homes.

Too many radio-tv executives "have not recognized the potential selling power" of farm directors and many stations have "dropped or lost the ball completely" on farm programming, Mal Hansen, WOW-AM-TV Omaha, told farm directors Friday.

In president's report Mr. Hansen said "too many of our sales staffs don't understand public service programs are good merchandise."

Witting Joins WRS Board

CHRIS J. WITTING, DuMont network managing director, who becomes Westinghouse Radio Stations Inc. president Jan. 1, elected to WRS board. E. V. Huggins, vice president of parent company who resigns WRS presidency, remains on board. W. C. Swartley, WBZ-AM-TV Boston, resigned from board but this does not affect his station position.

TV HELPS 49'ERS

TELEVISION is helping make new customers and increase revenue for professional football teams, Victor Morabito, co-owner of San Francisco 49'ers of National Football League, declared in statement made public Friday by DuMont Television Network. Mr. Morabito credited telecasting of road games of 49'ers over DuMont with maintenance of average attendance of 44,000 for home games in contrast with 41,000 in 1951 when tv was not used. He noted that his team made profit of $195,000 last year under similar tv setup and expressed belief profit would be higher this year.

Networks Report 13% Boost in Oct. Sales

GROSS TIME SALES of the nationwide broadcast networks in October amounted to $37,186,342, a gain of 13.3% over the $32,827,340 combined radio-tv network gross for October 1952, according to Publishers Information Bureau tabulations of network gross revenue. Four tv networks showed 35.1% increase in gross time sales from October 1952 to same month of 1953; radio networks dropped 11.3% this October as compared to last.

Cumulative gross network time sales for Jan.-Oct. period this year are $311,539,591 for combined radio, tv networks, up 10% over comparable figure of $280,278,967 for like period of 1952. Tv networks show 22.4% rise when 10-month period of 1953 is compared to same part of last year. Radio networks for 10 months are down 1.1% from year ago.

Network-by-network time sales figures, for radio and tv, October and Jan.-Oct., as compiled by PIB, follow:

NETWORK RADIO

	Oct. 1953	Oct. 1952	Jan.-Oct. 1953	Jan.-Oct. 1952
ABC	$2,653,079	$2,914,322	$24,155,398	$29,506,385
CBS	5,477,711	5,851,106	51,433,455	48,287,237
MBS	2,172,526	2,304,804	18,927,729	16,839,304
NBC	3,395,554	4,371,569	38,047,598	39,417,871
Total	$13,699,270	$15,441,801	$132,564,180	$134,050,797

NETWORK TELEVISION

ABC •	$2,297,862	$1,453,811	$16,094,615	$15,624,416
CBS	9,421,202	6,896,206	77,367,723	55,315,230
DTN	1,373,808	958,674	8,533,233	7,902,774
NBC	10,394,200	8,076,848	76,979,840	67,385,750
Total	$23,487,072	$17,385,539	$178,975,411	$146,228,170

BMI to Charge Movies

BMI on Jan. 1, 1954, will begin licensing movie theatre use of intermission music, with annual fees of $5 for theatres with up to 600 seats to $15 for over 1,500. For drive-ins, fees run from $5 for up to 200 cars to $15 for over 500. If theatre is operated 26 weeks or less, fees are halved. Announcing move Friday, BMI pointed out it is first direct charge made on movie theatres in BMI's 13-year history.

Peers Vote British Tv Plan

CABINET plans of Prime Minister Churchill's Conservatives to introduce commercial tv in Great Britain won approval of House of Lords by 157-87 vote, with full debate slated for House of Commons (early story page 114). Group of influential peers, churchmen among them, opposed plan in two-day debate.

• BUSINESS BRIEFLY

FALSTAFF PLANS • Agency's 1954 advertising plans for Falstaff beer, including baseball broadcasts and radio-tv spot campaign, probably will be approved early this week when advertiser and its agency, Dancer-Fitzgerald-Sample, confer in St. Louis.

RED HEART TO EXPAND • Morrell-Red Heart dog food, Ottumwa, Iowa, through N. W. Ayer & Son, which started preparing radio and television campaign covering 12 radio and six tv markets last week [B•T, Nov. 23], will expand (starting Feb. 1) into 22 additional cities in five southeastern states: Virginia, South Carolina, North Carolina, Georgia, Florida. Metropolitan areas of 50,000 population and over will be used. Radio will dominate 39-week campaign, with tv added where warranted.

NESTLE PARTICIPATIONS • Nestle Co. (Nescafe), White Plains, N. Y., through Sherman & Marquette, N. Y., understood considering women's participation programs, starting in January. About 15 radio markets probably will be used.

WHITEHALL TO RENEW • Whitehall Pharmacal Co., N. Y., whose current radio-tv spot campaign for Anacin expires Dec. 31, is expected to renew practically all present schedules through March. John F. Murray, N. Y., is agency.

DRUG SPOTS • Lehn & Finks (proprietary drugs), through McCann-Erickson, N. Y., understood considering television spot announcement campaign to start early next year.

EXPAND 'DIGEST' DRIVE • *Reader's Digest* understood planning to expand its list of stations for one-week subscription-spot-announcement-radio campaign, set for Jan. 12-16. Agency: Schwab & Beatty, N. Y.

AFM Board Gets Down To Serious Business Today

DISCUSSIONS will be resumed today (Mon.) in New York by nine-man international executive board of American Federation of Musicians (AFL) which met last Tuesday, Wednesday and Friday to lay groundwork for upcoming renegotiations of contracts with radio and television networks, record industry, and major motion picture producers.

Spokesman told B•T Friday that board was expected to "get down to serious business" today. Contracts with networks expire Jan. 31. Though spokesman could not specify demands, it is believed board will include recommendations aimed at curbing what it has described as "television's practice of supplanting live musicians with canned music," and at barring domestic record companies from making cut-rate records abroad by using nonmembers or combination of nonmembers and union members. These demands were espoused as far back as last July by James C. Petrillo, AFM president.

Members of international executive board participating in discussions include Mr. Petrillo; Charles L. Bagley, Los Angeles, vice president; Leo Cluesmann, Newark, secretary; Harry J. Steeper, Newark, treasurer; and Herman D. Kenin, Portland; George V. Clancey, Detroit; Stanley Ballard, Minneapolis; William J. Harris, Dallas, and Walter M. Murdoch, Toronto.

CBS • ABC • DUMONT

. . . . burning the midnight oil

to make your advertising dollars go further

Tom Harker, National Sales Director ★ 118 E. 57th, New York

National Representatives ★ Katz Agency

at deadline

Merger Reduces Buffalo Applicants; Other FCC Actions

MERGER which reduces hearing for Buffalo's vhf ch. 7 to three applicants was filed with FCC Friday. New applicant, Great Lakes Television Inc., comprises former applicants Buffalo Courier-Express (WEBR), Copper City Broadcasting Corp. (WKTV [TV] Utica, WKAL Rome, N. Y.), WPIT (Pittsburgh) Inc. and Cataract Theatre Corp. Latter two originally were partners in Frontier Television Inc. Each of first two own 33⅓%, last two split 33⅓%. WPIT is owned by John J. Laux and associates, who also own WFPG Atlantic City, WBMS Boston, WSTV Steubenville, Ohio. Mr. Laux personally owns WJJL Niagara Falls. Copper City is owned by Kallet Theatre interests. Still competing for ch. 7 are WKBW Buffalo and Community Television Co., local businessmen.

Four Drop Tv Bids

FOUR tv applicants dismissed their applications Friday, in one case opening way for grant. Dismissal of application of WTJS Jackson, Tenn., for vhf ch. 9 there leaves pending application of WDXI same city. Other vhf dismissals, which still leave more than one application contesting, were: WGPC Albany, Ga., ch. 10; KLX Oakland, Calif., ch. 2, and Television Theatre of the Palm Beaches, W. Palm Beach, Fla. (51% owned by Gene T. Dyer, owner of WAIT Chicago), ch. 12.

Consolidate Aural, Tv Facilities Divisions

FCC announced Friday consolidation of Aural Facilities and Television Facilities Divisions of Broadcast Bureau, with James E. Barr named chief of new Broadcast Facilities Division. Cyril J. Braum, ex-chief of tv unit, is now with Joint Committee on Educational Television.

Would Add 1540 Kc in Waterloo

PROPOSED rule making by FCC would add 1540 kc to list of channels to which 1-B am stations may be assigned under NARBA terms in Waterloo, Iowa. FCC placed in pending file application of J. W. Furr to modify CP to specify transmitter site and antenna for WHER in Columbus, Miss., using 10 kw daytime, pending outcome of above proceeding. Application of Radio Mid-Columbia Inc. for new am station on 1540 kc 1 kw unlimited at The Dalles, Ore., placed in pending file as was that to move WTKM Hartford, Wis., to Fort Atkinson, Wis., continuing on 1540 kc with 250 w daytime instead of 500 w daytime.

More Noncommercial Channels for Tenn.

THREE more noncommercial educational tv channels proposed by FCC for Tennessee. They are: ch. 11 to Lexington, ch. 7 to Rock Island and ch. 2 to Sneedville.

KSTM-TV Can't File for E. St. Louis

FCC has notified KSTM-TV St. Louis that application for CP to build tv station on ch. 11 in E. St. Louis, Ill., is not acceptable for filing.

Baldwin, Shumate, Others Promoted in KSO Changes

COMPLETE reorganization of board of directors and station management has been announced by KSO Des Moines, Iowa, with appointments of Bill Baldwin, program director, as station manager and Gene Shumate, sports director, as commercial manager. Kingsley H. Murphy Jr., who succeeds late Kingsley H. Murphy Sr. as president, has moved family to Des Moines and is active in station operation.

Messrs. Baldwin and Shumate also elected vice presidents and named to board of directors. New alignment includes Floyd E. Bartlett, chief engineer, as treasurer of Murphy Broadcasting Co., and Ove H. Strandskov, who succeeds late Herbert F. Holm, as comptroller. Other directors: Vice President Clarence J. Mulrooney, Weyerhauser Co., St. Paul, and Secretary Harry S. Carson, Minneapolis attorney.

STATION THREATENED

WPTX Lexington Park, Md., in St. Mary's County, became central figure in new Fulton Lewis jr. (MBS) exposure of county's political wheels when politicians were said to have threatened to see that station lost all its advertising. WPTX is carrying Lewis series, which started last week. Commentator charged that Abe and Joe Weiner, active in politics, had made threats to station and to WWDC Washington, where series originates. Mr. Lewis told B•T he had many hours of tape recordings which he said would show actual deals by gamblers and politicians. Series is based on months of research and use of concealed recording equipment. Mr. Lewis said Abe Weiner had made threats to WPTX, and his cousin, Joe Weiner, had threatened in letter to sue WWDC. Text of letter was read on last Thursday's broadcast.

Three NARTB Committees Slate Meets This Week

MEETINGS are scheduled this week by three NARTB standing committees, continuing series of committee sessions started some weeks ago.

Television Circulation Committee, which has been working on tv station coverage project set in motion last December by NARTB Tv Board, will meet Tuesday at Roosevelt Hotel, New York. Committee chairman is Robert D. Swezey, WDSU-TV New Orleans.

Television Information Committee will meet Wednesday-Thursday at NARTB headquarters in Washington. Committee has been studying impact of tv on public, reaction of public and organizations to tv programming and self-regulation. NARTB President Harold E. Fellows is committee chairman.

NARTB's Public Events Committee meets Friday at Ambassador Hotel, New York. Edgar Kobak, WTWA Thomson, Ga., is chairman. It will take up problems of radio and tv access to judicial legislative proceedings.

Get on Air, Educators Told

EDUCATIONAL institutions should "start slowly but get on the air," FCC Comr. Frieda Hennock told 43d annual meeting of National Council of Teachers of English Friday at Los Angeles meeting. She warned that "opposition" and "prophets of adversity" would make false statements and spread confusion, adding that their gloomy forecasts were wrong.

UPCOMING

Dec. 1: NARTB Tv Circulation Committee, Roosevelt Hotel, New York.

Dec. 2-3: NARTB Tv Information Committee, NARTB Hdqrs., Washington.

Dec. 4: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Jacksonville.

Dec. 4: NARTB Public Events Committee, Ambassador Hotel, New York.

Dec. 4-5: Canadian Broadcasting Corp., board of governors, Parliament buildings, Ottawa.

PEOPLE

KENNETH McALLISTER, account executive on Procter & Gamble account, Benton & Bowles, N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., as vice president and member of account group servicing Pall Mall.

ALLAN H. KALMUS resigns as news bureau manager, Lever Brothers Co. public relations. Before joining soap company in September 1952 he had been tv publicity manager for NBC.

DAWSON L. NEWTON, formerly of Ruthrauff & Ryan Inc., N. Y., to Ellington & Co., N. Y., as account executive, effective immediately.

DANIEL D. CALIBRARO, public relations manager for Trane Co., La Crosse, Wis., to WGN-AM-TV Chicago as assistant public relations director. He formerly was with W. Stephen Epple Assoc.

JOHN FINLEY, NBC Radio Spot Sales, Chicago, rejoins WBBM Chicago radio sales department.

KAL ROSS, sportscaster with WMGM New York, formerly disc jockey and announcer with WOR New York and before that with WPEN Philadelphia, to WCAN-AM-TV Milwaukee as director of operations and administrative assistant to owner-president Lou Poller, effective Dec. 5. He also will handle sportscasting assignments for stations and undertake realignment of WCAN programming as independent outlet when ABC network affiliation expires Jan. 1.

Atlass, Family Exercise Options on WHO-TV

FORTY per cent interest in WHO-TV Des Moines has been acquired by Independent Broadcasting Co. (H. Leslie Atlass, family) for $200,000. Purchase made according to arrangements agreed when Independent dropped tv application for Des Moines' vhf ch. 13 with grant going to WHO interests [B•T, Sept. 7]. At time, Independent received $25,000 for out-of-pocket expenses, received option to buy 40% of new $500,000 WHO-TV Inc. Agreement also gives WHO-TV Inc. right to buy back Independent's stock for $275,000. To exercise option, Independent sold KIOA Des Moines to Don Searle and family last month for $150,000 [B•T, Oct. 5]. Mr. Searle is vice president, general manager, minority stockholder of KOA-AM-TV Denver. Independent owns WLOL Minneapolis.

Lathen Named at KIOA, Cassill Goes to WLOL

APPOINTMENT of Rex Lathen as vice president and general manager of KIOA Des Moines, Iowa, announced last week by Don Searle, president, Town & Farm Co., and executive vice president of KOA-AM-TV Denver. Mr. Lathen was vice president of KMMJ Grand Island, Neb., and KXXX Colby, Kan., also Town & Farm properties. Town & Farm bought KIOA from Atlass interests (see story above). H. W. (Dutch) Cassill, former manager of KIOA, moves to Minneapolis Nov. 30 to supervise operations and tv planning of WLOL there. Station is applicant for vhf ch. 9.

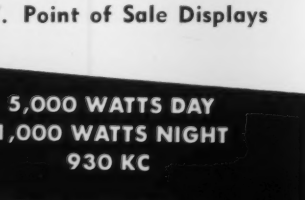
WGN-TV Gets Cubs Rights

EXCLUSIVE tv rights to all 1954 Chicago Cubs home baseball games and pre-season city series obtained by WGN-TV Chicago, it was announced Friday by Frank P. Schreiber, general manager of WGN-AM-TV, and James Gallagher, Cubs business manager. Station also has same rights with White Sox on daytime home contests under two-year pact for 1953-54. Signing marks seventh consecutive year for WGN-TV telecasts of two clubs.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

You'll
GET THIS
TYPE OF
MERCHANDISING
AND
PROMOTION
ON
RADIO STATION
WSAZ

1. Courtesy Announcements
2. Newspaper Advertising
3. Monthly Mailings to Grocers and Druggists
4. Special Mailings
5. Car Cards
6. Trade Calls
7. Point of Sale Displays

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ


TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING TELECASTING

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Executive and Publication Headquarters

Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
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Sol Taishoff, *Editor and Publisher*

EDITORIAL — Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Cornell Christopher, *Technical Editor;* Patricia Kielty, *Special Issues; Staff:* Jo. Gitlitz, Harold Hopkins, Louis Rosenman, Harriet Sinrod, Don West; *Editorial Assistants:* Anna Campbell, Kathryn Ann Fisher, Joan Sheehan; Gladys L. Hall, *Secretary to the Publisher.*

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CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Robert Deacon, Doris J. Frazier, Joel H. Johnston, Loel Millar.

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NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.

BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
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HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

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SALES GIMMICKS?

AP NEWS Helps Station prove Best Gimmick of All is... *Quality!*

By carefully analyzing a prospective sponsor's needs in terms of program calibre, WAIR of Winston-Salem came up with a winning combination.

Prospect was Central Carolina Motors, local Cadillac-Oldsmobile agency. Salesman Wally Voigt's exploratory conferences disclosed—

1) Prospect was highly quality-conscious, as might be expected.

2) To be successful, program had to provide coverage-in-depth among better-income groups.

WAIR proposed an Associated Press spot news program. To the station's own reputation for effective coverage was added the lure that "The AP is the Cadillac of the news field."

This was something the sponsor could easily grasp and believe. It appealed to his sense of suitability. He agreed to a 5-minute, Monday through Friday, program. Then sales of cars encouraged an expansion to 10 minutes. Today, it's a quarter-hour newscast.

Says Manager Jack Weldon:

"This is a success story without a gimmick—unless you choose to think quality is the best gimmick of all. Our sponsor believes Cadillac is the ultimate in automobile quality. We at the station believe just as firmly that the ultimate in news is AP. The marriage, you might say, was inevitable."

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write —

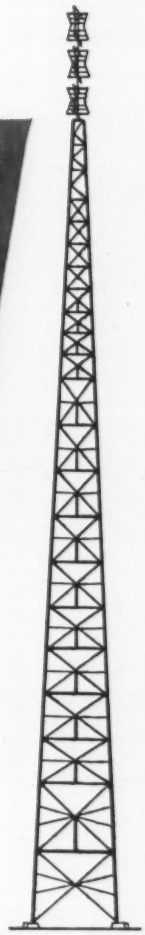
Those who know famous brands... know the most famous brand in news is AP

Seattle's first station ...

1000 feet above sea level ...

most modern

TV Celebrates Start of 6th Year On the Air

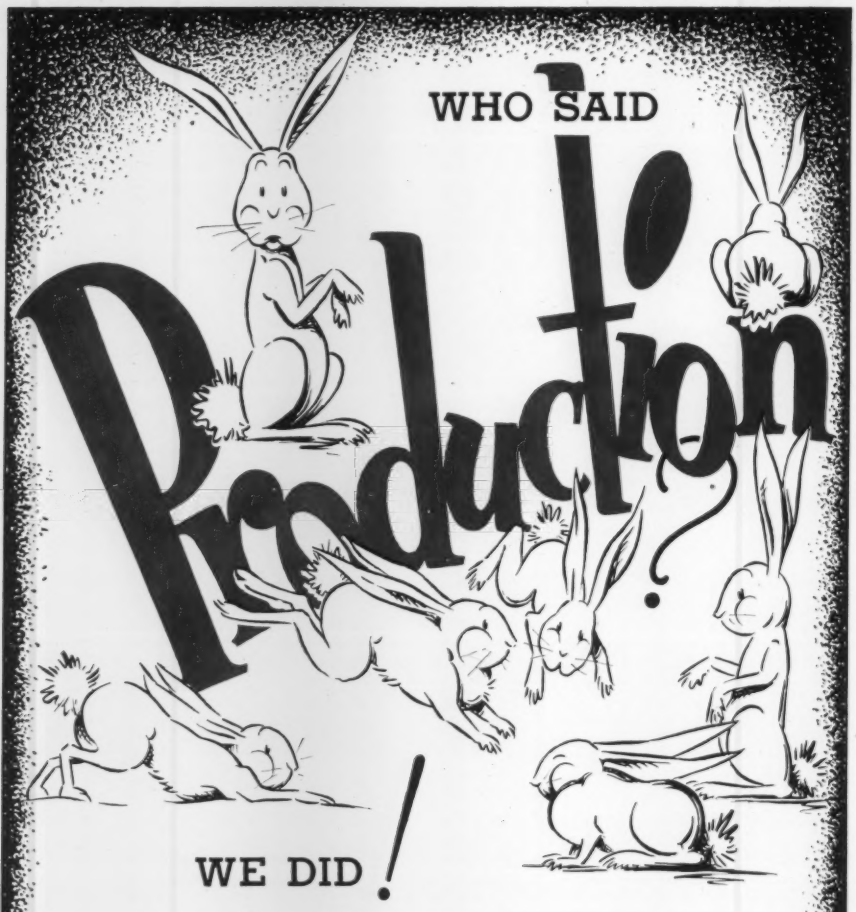
... now going full power  *with new tower...*

telecasting from the Pacific Northwest's

Radio-Television Center

5 years' solid local acceptance
+ Low Channel 5
+ 100,000 watts FULL power
+ Highest antenna
+ Highest-powered transmitter

Guarantees delivery of the Booming Pacific Northwest market.



We've been turning them out in batches for all Southeastern Ohio .... programs that is, not rabbits!

In only five months of operation, WHIZ-TV's highly competent production staff is already producing over 40 local and regional television programs every week.

Combining well chosen talent with production-minded television personnel, WHIZ-TV, complete with film service department, art studios, photography lab, continuity staff and newsroom, is doing a real job for the sponsor.

That's why over 100 national, regional and local advertisers are SELLING in Southeastern Ohio with ....

WHIZ-TV

Zanesville, Ohio

Established May 23, 1953

NBC Primary Affiliate • CBS • ABC • DU MONT

Represented Nationally by John E. Pearson TV, Inc.

THE GEORGE JESSEL SHOW

Network: ABC-TV
Time: Sun., 6:30-7 p.m. EST.
Alternate Sponsors: B. B. Pen Co. for BB Rol-Rite pens, and the Gemex Watch Band Co.
Agencies: Hilton & Riggio Inc., for B. B. Pen Co. and BBDO for Gemex Watch Band Co.
Star: George Jessel
Producer: Mannie Manheim
Director: Edward Nugent
Writers: Georgie Jessel and Sam Carlton
Musical Director: Rex Koury
Production Manager: Darrell Ross
Origination: New York

AS SAD a variety program as has passed before the discerning eye of a tv camera and subsequently into view of ABC-TV's Monday evening audience is *The George Jessel Show*. The blame for this shabby excuse for entertainment must rest with Mr. Jessel, the telecast's m.c.

His guest performers who bring their specialties to the series every week are headliners in the entertainment world. On the Nov. 8 show, singers Monica Lewis and Cab Calloway were on hand along with Frank Fontaine, a comedian who can be very funny, material permitting.

On a production level, the Jessel program gets more attention than it deserves. Guest's numbers, generally speaking, are expertly handled. In particular, the lighting and camera work on Cab Calloway's spot on the Nov. 8 telecast merited favorable comment. The singer's fine performance was matched with equally fine production. But celebrities and production personnel working hand in glove can't possibly rescue this one. Mr. Jessel is still on camera more than he ought to be.

It is shallow over-confidence that is Mr. Jessel's most irritating trait. The "humility" bug that has been biting everyone in television these last few weeks has certainly bypassed Mr. Jeseel.

The theme of the Nov. 8 program was "Show Stopping." Minimum comment was made on shows Mr. Jessel's guests may have stopped but after watching the telecast any viewer might have delivered a 10-minute oration on how time and again Mr. J. had rolled 'em in the aisles.

Mr. Jessel devoted his introductory remarks to radio-tv critic John Crosby. A recent Crosby column carried an item that received anything but a graceful reception from the m.c. He was unaware that a polished showman would have chosen to ignore Mr. Crosby's unflattering reference.

Critics notwithstanding, any theatrical offering will ultimately be judged by an audience. Half-hearted applause at the Jessel show in question might well indicate there was more truth in the Crosby statement than Mr. Jessel cared to admit.

* * *

COLGATE COMEDY HOUR

Sponsor: Colgate-Palmolive Co.
Time: NBC-TV, Sun., 8-9 p.m. EST, Nov. 22
Star: Donald O'Connor
Guests: Ralph Bellamy, Corrine Calvet, Dorothy Dandridge, Sid Miller.
Exec. Producer: Sam Fuller
Producer-Director: Ernie Glucksman
Tv Director: Jim Jordan Jr.
Art Director: Furth Ullman
Music Director: Al Goodman
Writers: Sid Kuller, Sid Miller, Snag Werris
Executive Producer in Charge of Color Coordination: Barry Wood

THE FIRST color broadcast of an NBC-TV commercial program, the *Colgate Comedy Hour*

You're up with the chickens

... If you keep up with the Southwest farmer! While most of us are still a-bed, WFAA's wide-awake farm editor, Murray Cox, teams with his wife Polly on WFAA-570 to make hay with farm and ranch families across the Southwest *before* they go to market or begin the day's work.

From their breakfast table every morning at 6:40, "Mr. & Mrs. R.F.D." broadcast a helpful, informative service. Murray discusses timely farm news and events, and Polly rounds out with hints on homemaking.

Murray and Polly have always worked with farm people and agricultural groups. Murray is recognized "one of the best friends of farmers in Texas" for his tireless and conspicuous work in soil conservation and pasture improvement. It's said that more farm folks know Murray than the Governor of Texas, and proof lies in the large and loyal following of the breakfast show and "Murray Cox, R.F.D." — Murray's 12:15 to 12:30 daily program on WFAA-820.

If you're cultivating the wealthy Southwest farm market, plant your sales story where it'll grow—with the fertile farm and ranch following of "Mr. & Mrs. R.F.D." You'll harvest a bumper crop — just ask a Petry man!

If you want the facts and figures about North Texas farm folks' listening habits — and their decided preference for WFAA and Murray Cox — you'll ask a Petry man to show you the new 1953 Whan Survey, a comprehensive, independent study by Dr. Forest L. Whan of Kansas State College.

WFAA
820 · 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC • TQN

EDWARD PETRY & CO., National Representatives • ALEX KEESE, Station Manager • RADIO SERVICE OF THE DALLAS MORNING NEWS

A RADIO MAN WITH A 3-FOLD JOB!

ARTHUR STONE

NATIONAL SALES MANAGER
NATIONAL SERVICE MANAGER
MERCHANDISING DIRECTOR

KXYZ

ABC in Houston, Texas

Arthur Stone is a name well-known in the grocery and food industry, for Arthur has spent the greater part of his business life selling groceries in major quantities throughout the Americas. He has been with KXYZ and in radio for the past two years, and his food-selling experience has already paid off for more than a score of our clients. We recommend his ability highly. He is the only executive of this caliber in radio in the South!

KXYZ

5000 Watts — 1320 Kilocycles

A Glenn McCarthy Enterprise

Represented Nationally by

FREE & PETERS, INC.

of Nov. 22, came off with—if the expression be permitted—flying colors.

Whatever the standard of the show as entertainment, which of course was primarily the standard by which viewers across the nation had to judge it, the chromatic quality as witnessed on color receivers set up for the purpose by NBC was up to any par yet seen in color tv demonstrations.

There were instances of greenish flesh tones, occasional color fringing, once in a while a pinkish hue that didn't belong. But the over-all result was pleasing.

Donald O'Connor was starred in this particular program, which was permitted by FCC to be telecast in color as a network-station operation test [B•T, Nov. 23] of the compatible color system, and insofar as color was concerned he —or the program—was at his best in the various, gaily bedecked dance sequences.

Color trappings also showed up to good advantage in a sequence featuring songstress Dorothy Dandridge, and in skits featuring Mr. O'Connor and Sid Miller, and Mr. O'Connor with Ralph Bellamy and Corrine Calvet, although the Calvet-Bellamy-O'Connor bit came off duller as entertainment than as an exhibition of television in color.

To this reviewer, however, the best bit of color telvision was in the Halo commercial—the only commercial done in color. In this segment, which was integrated into the program rather than offered as a separate bit on film, the flesh tones of the model appeared true beyond criticism, and the glitter of the hair gave bright promise of the lure of color tv as an advertising medium.

For viewers across the nation, of course, the test of the colorcast lay in its appeal as entertainment, and in the reproduction of the color signals on black-and-white sets. Whatever their reaction to the entertainment quotient, they could hardly have been dissatisfied with the monochrome picture, which came through with clarity and strength on black-and-white sets that NBC had set up alongside its color receivers.

They also were amply admonished by Mr. O'Connor not to get too excited; that color sets are not here yet; that they should remember that monochrome receivers will bring in color signals in black-and-white whenever there is compatible color programming, and that, if they're in the market for a tv set now, they should have no hesitancy to buy black-and-white.

* * *

LIFE WITH FATHER

Network: CBS-TV
Time: Sun., 7:00-7:30 p.m. EST
Origination: Hollywood
Cast: Leon Ames, Lurene Tuttle, Ralph Reed, Freddie Leiston, Ronald Keith, Harvey Grant, Dorothy Bernard, Richard Hale, Mary Adams, Don Beddoe, Mary Lawrence, Maurice Marsac
Producer: Fletcher Markle
Associate Producer: Vincent McConnor
Executive Producer: Ben Feiner Jr.
Director: John Claar
Editorial Advisors: Katherine B. Day, Howard Lindsay, Russel Crouse
Set Designer: Robert Tyler Lee
Announcer: Bob Lemond
Sponsor: S. C. Johnson & Son Inc.
Agency: Needham, Louis & Brorby Inc.
Writer: William Roberts

THE DAY family, and its whimsical domestic situations which kept cash registers in a Broadway box office ringing for eight record-breaking years, is at last on tv. *Life With Father*, starring Leon Ames and Lurene Tuttle as Father and Mother Day, made its video bow on Nov. 22.

This fable of family life a generation or so ago can boast a varied career. It was originally a collection of short stories by Clarence Day, then a series of three books, finally a play and a movie, and now the new CBS-TV weekly comedy series.

Perhaps the most appropriate comment that can be made on the debut telecast is that it fit the superlatives used in the avalanche of publicity that preceded the show. The big build-up, seldom realized in production, was completely justified by Mr. Ames, Miss Tuttle and supporting players who artfully recreated members of a socially correct family in the 1880s. Interpretation of both lead roles differed from the standard Mother and Father Day characterizations. Father on tv is more bombastic, Mother more reserved and mild. Still the ch

THE DAY FAMILY
At Home On Tv

acters are effective as Mr. Ames and Miss tle have chosen to play them.

Successful characterization, however, d necessarily make a television show. F completely satisfactory telecast actors nee help of high-level production. Happily en performances in *Life With Father* are enh by a handsome, authentic and workabl costuming which seemed correct down t last button, skillful camera work and lig Fletcher Markle, the series' producer wh done so many creditable plays on *Studio* again turned out a well-paced believable In every aspect, *Life With Father* paid attention to detail and it showed.

* * *

BOOKS

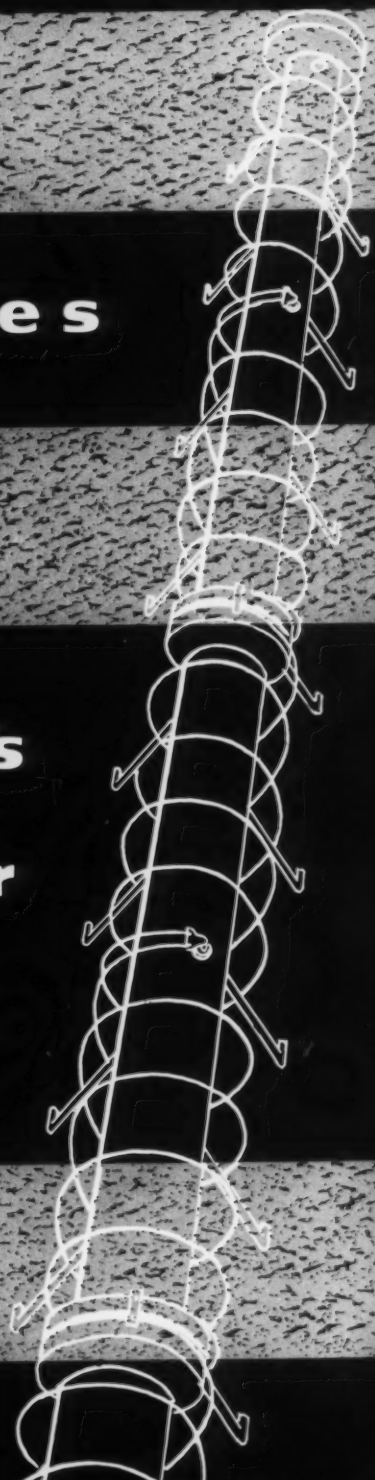
YOUR TRIP INTO SPACE, by Lynn McGraw-Hill Book Co. Inc., 330 W. 42 N. Y. 36. 224 pp. $2.75.

THE author, producer of *Johns Hopkin Science Review* on DuMont Tv Ne (Tuesday, 8 p.m. EDT), predicts human fly to the moon within 50 years and c "you" (the reader) through 16 chapters would show that some day there will be travel for the millions. The reader is something about the science of space astronomy and survival in outer space. non-believers is cited the incredulity on corded the Dick Tracy wrist watch radio an accomplished fact [B•T, Sept. 21]. companying Mr. Poole's simplified pros simplified drawings by Clifford Geary, il tor of the comic strips, "Space Cadet" and Planet."

General Electric

Congratulates

Television's High Power Pioneers



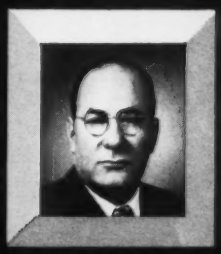
A salute to the nation's

Thomas P. Chisman
President & Gen. Mgr.
WVEC-TV
Norfolk-Hampton, Va.

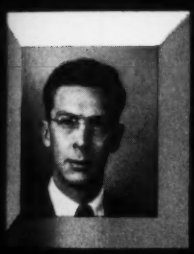
William C. King, Jr.
Chief Engineer
WVEC-TV
Norfolk-Hampton, Va.

George D. Coleman
General Manager
WGBI-TV, Scranton, Pa.

Kenneth R. Cooke
Chief Engineer
WGBI-TV, Scranton, Pa.



Charles N. DeRose
General Manager
WHYN-TV
Springfield-Holyoke, Mass.



Harold Schumacher
Chief Engineer
WHYN-TV
Springfield-Holyoke, Mass.

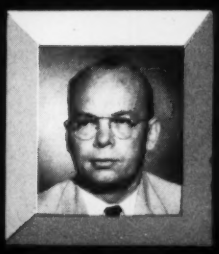
A. Donovan Faust
Vice-President &
Managing Director
WENS, Pittsburgh, Pa.

Fred M. Eames, Jr.
Chief Engineer
WENS, Pittsburgh, Pa.

Humboldt J. Greig
Pres. & Gen. Mgr.
WHUM-TV, Reading, Pa.

Louis E. Littlejohn
Chief Engineer
WHUM-TV, Reading, Pa.

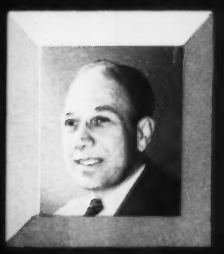
Thomas E. Martin
Vice-Pres. & Gen. Mgr.
Hawley Broadcasting Co.
WEEU-TV, Reading, Pa.



David J. Miller, Jr.
Dir. of Tech. Operations
WEEU-TV, Reading, Pa.

R. H. Moore
General Manager
WKAB-TV, Mobile, Ala.

H. E. Miller
Chief Engineer
WKAB-TV, Mobile, Ala.



Fred C. Mueller
General Manager
WEEK-TV, Peoria, Ill.

Wayne Lovely
Chief Engineer
WEEK-TV, Peoria, Ill.

Thomas P. Shelburne
Treasurer
WILK-TV, Wilkes-Barre, Pa.

Theodore French
Chief Engineer
WILK-TV, Wilkes-Barre, Pa.

Alan C. Tindal
Vice President
WWLP, Springfield, Mass.

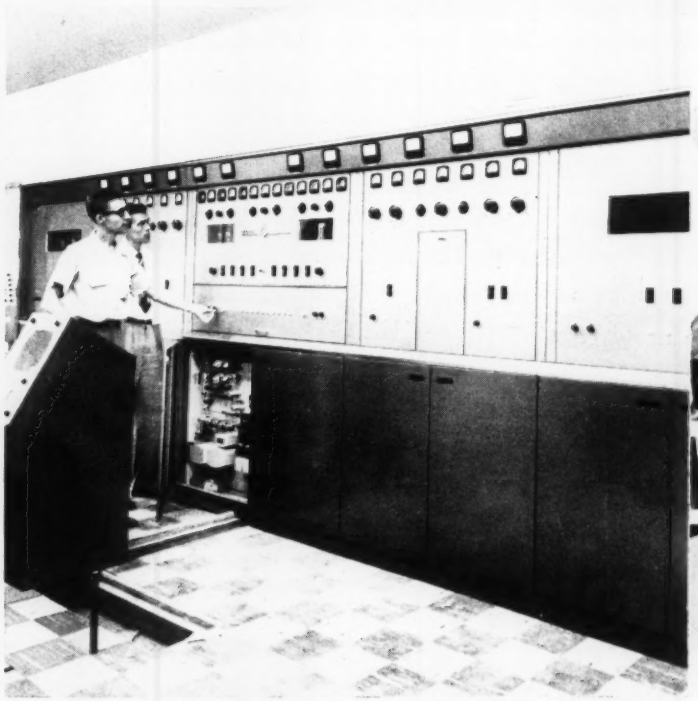
George R. Townsend
Chief Engineer
WWLP, Springfield, Mass.

outstanding UHF-TV stations

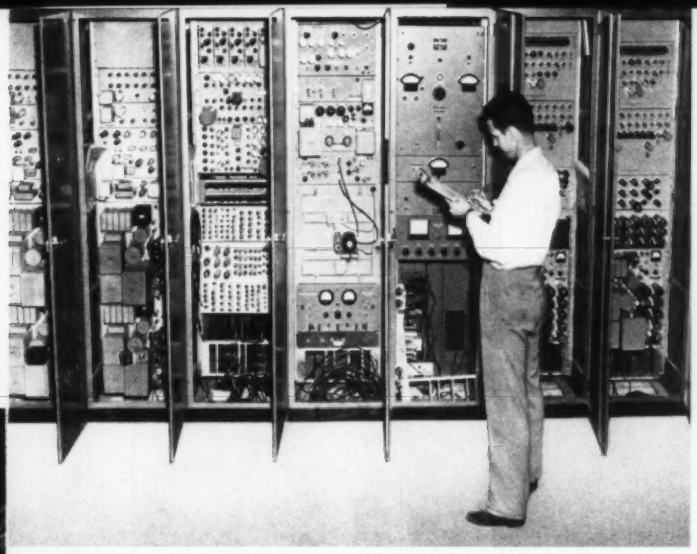
WGBI-TV, Scranton, Pa. G-E transmitter equipment and antenna are located 2350 feet above sea level on West Mountain. WGBI-TV coverage extends into New York and New Jersey.

WEEK-TV, Peoria, Ill. Studio personnel set G-E studio camera before putting local show on air. This central Illinois UHF station is completely equipped with and powered by G-E TV broadcast equipment.

WEEU-TV, Reading, Pa. Harold E. Schearer, Asst. Dir. of Tech. Operations, uses equipment in the station's mobile unit to measure the field strength of the broadcast signal from any given point within the wide radius of the station's transmitter.



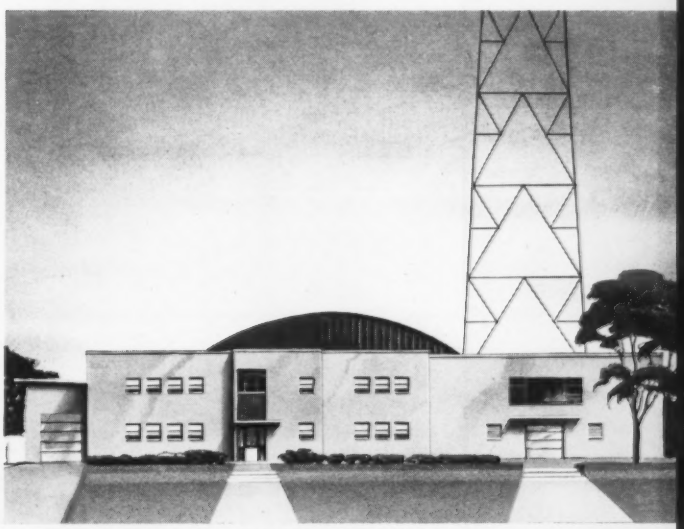
WVEC-TV, Norfolk-Hampton, Va. James E. Swafford, Vice-Pres. in charge of Engineering, and Frank R. Hannah, Art Director, inspect their station's new G-E 12-kw transmitter prior to the outlet's opening date.



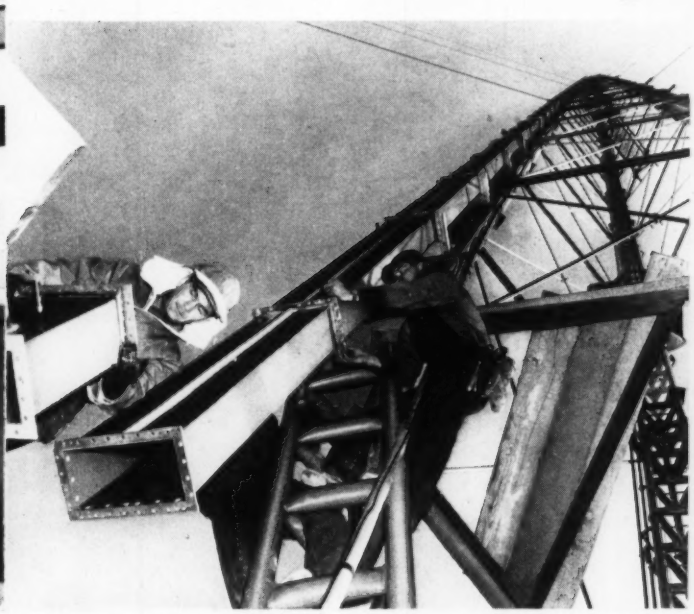
WWLP, Springfield, Mass. Lewis Chenevert makes a final inspection of G-E rack-mounted equipment prior to the station's opening date.

WHYN-TV, Springfield-Holyoke, Mass. Architect's conception of building which will house studios and administrative offices. Ground was broken for its construction October 16, 1953.

WKAB-TV, Mobile, Ala. G-E 12-kw transmitter in this modern building brings the first television service to the greater Gulf Coast area. WKAB-TV began operating with 12 kw August 5, 1953.



WENS, Pittsburgh, Pa. Scheduled for completion in late November, studio and transmitter building is located on the highest broadcasting site in Pittsburgh. It will also house prop and carpenter shops, offices and engineering space.



WHUM, Reading, Pa. G-E engineer Ralph Thompson (bottom) assembles the wave guide on WHUM's 1000-foot tower. The station went on the air with 12 kw equipment in February, 1953.

WILK-TV, Wilkes-Barre, Pa. This converted residence is the home of WILK. The antenna, a G-E Helical, is on Penobscot Mountain, elevation 2350 feet.

high-power UHF-TV pioneers

MODERN PIONEERS are still those who go before, preparing the way for others. And that is exactly what the broadcasters honored here have done in the field of high-power television.

These pioneers, at the outset, realized they first had to achieve maximum field strength in order to reach their ultimate goal. They also realized the only way they could do this was with G-E UHF broadcast equipment—the industry's highest power UHF-TV equipment. They ordered this equipment because they had confidence in it. Their confidence was rewarded when they successfully answered the challenge of high-power broadcasting.

The forces behind the march forward have been their bold spirit, their adventurous quest for greater horizons, and their indomitable desire to improve their particular phase of communications. With these forces driving them on, they have successfully met and conquered this unknown realm of broadcasting. They have unselfishly blazed the trail for others to follow.

General Electric is exceptionally proud of these broadcasters. Not only because of their outstanding enterprise but also because every one of them demonstrated absolute faith in G-E high-power equipment.

General Electric appreciates the co-operation of these broadcasters during the pioneering stages of high-power TV. And General Electric is proud to know that its equipment played—and continues to play—such a dominant role in this electronic achievement.

XUM

General Electric Offers You the Industry's Highest Power UHF-TV Equipment!

G-E 12-KW UHF TRANSMITTER

carrier separation accurately maintained, long-life Klystron tubes, independent driver unit operation, simplified installation, factory-tested.

G-E 12-KW AMPLIFIER

can be combined with your present small UHF transmitter for increased field intensity—better pictures in your market receivers.

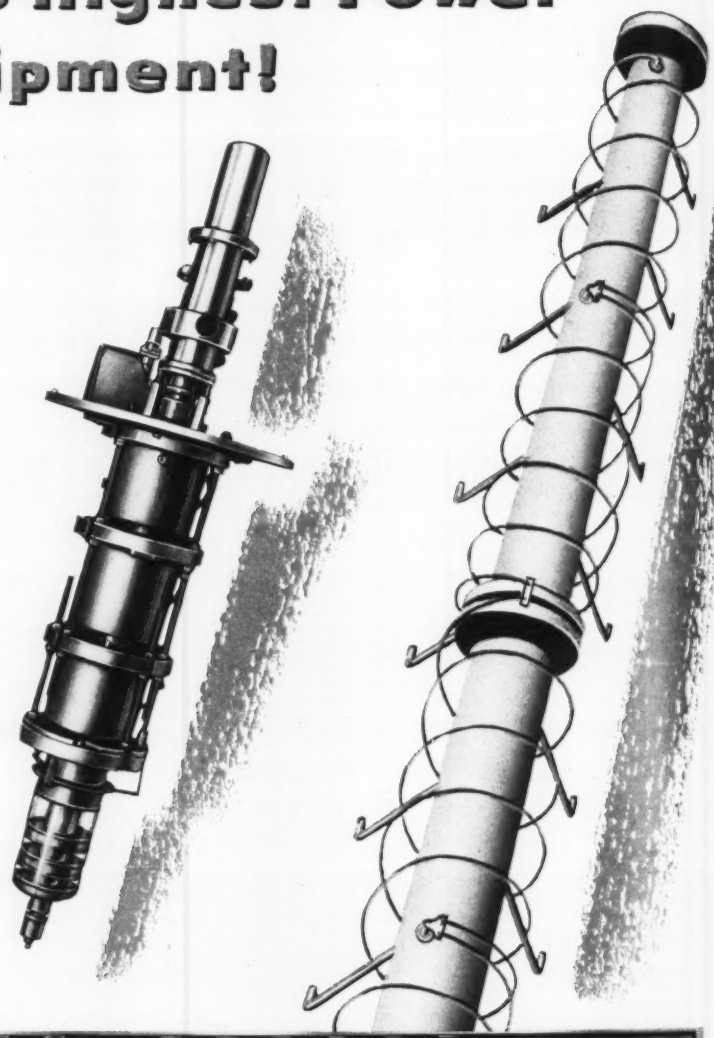
G-E HELICAL ANTENNA

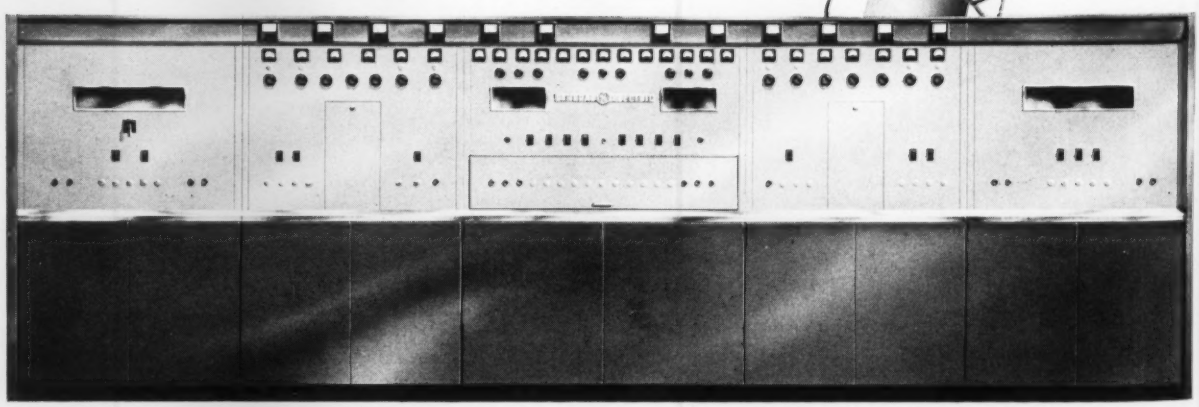
the only antenna capable of handling highest power—up to 60 kilowatts—without change. You can set as much as 1° beam tilt and 20 db null fill-in with no measurable gain reduction of main beam; custom directionalized for your market area.
Features—outstanding simplicity of construction, unusually high power gain of 5 per bay, low installation cost, current for de-icing is fed through helical radiator, uniform close-in coverage, special hurricane design.

G-E KLYSTRON TUBE

designed to achieve maximum transmitter power for UHF telecasting. This amazing tube was developed for G.E. by Varian Associates and has been proved of superior value to all other types in more than a dozen major installations.

General Electric Company, Section 2113-30,
Electronics Park, Syracuse, New York





Complete television equipment for UHF-VHF

GENERAL ELECTRIC

ECB-61

Printed in U.S.

Editorial Comment

EDITOR:

AMEN TO YOUR GREAT "HITCH HIKE" EDITORIAL [B•T, NOV. 23]. NETWORK PERFORMANCE IN GRANTING MCCARTHY TIME WAS THOROUGHLY UNETHICAL AND COWARDLY. SENATOR MCCARTHY HIMSELF MADE IT OBVIOUS WHEN HE REMARKED HE WAS GOING TO DEVOTE VERY LITTLE TIME TO TRUMAN'S CRITICISM OF MCCARTHYISM. UNANIMOUS NETWORK DECISION COMPROMISED AFFILIATES AND MADE IT IMPRACTICAL FOR US NOT TO GO ALONG. SINCE FORTHRIGHT LEADERSHIP IS UNLIKELY FROM NETWORKS, PERHAPS NARTB SHOULD SPEARHEAD ATTEMPT BY STATIONS TO SET UP GROUND RULES FOR AIRING OF PUBLIC ISSUES ON BASIS OF FAIRNESS AND EQUITY RATHER THAN SURRENDER TO INTIMIDATION.

VICTOR A. SCHOLIS
VICE-PRESIDENT AND DIRECTOR
WHAS-AM-TV LOUISVILLE

EDITOR:

Your editorial, "The Great Hitch-Hike," indicates you do not spend much time listening to the radio. Sen. McCarthy is sneered and smeared by the left wing network commentators around the clock. It would take not just a half an hour but a thousand hours of radio time for the senator to equalize the radio time of his opposition.

Richard F. Lewis Jr.
Owner and Gnl. Mgr.
WINC Winchester, Va.

[EDITOR'S NOTE: The question is not right vs. left. See editorial this issue, page 132.]

Profession of Consistency

EDITOR:

In the CLOSED CIRCUIT column of the Nov. 23 issue of B•T you report:

Along with other Government agencies, FCC is still having difficulty in filling policy positions with qualified Republicans. Case in point is post of FCC hearing counsel, second highest in agency, where successor is needed for Fred Ford, who recently joined Dept. of Justice. Among candidates is Leon C. Paulson, now with Federal Trade Commission. Comr. Sterling (he and Chairman Hyde are only holdover Republicans) hasn't consistently voted with new Republican majority on filling of personnel vacancies but GOP Comrs. Doerfer and Lee have gone down line.

When you state that I have not consistently voted with the new Republican majority on the filling of personnel vacancies, you infer that this has taken place on more than one occasion. This is not in accordance with the facts.

Since the President designated Rosel H. Hyde as chairman of the Commission on April 18, 1953, the facts will show that I have backed Chairman Hyde in his nominations for appointments in 16 cases coming before the Commission, one of which was the new general counsel of the Commission. In only one case, still unresolved, have I differed with his recommendation. This case is one in which the chairman proposed to bring an inexperienced man from another agency to fill a vacancy, thereby denying the opportunity for promotion of an employe having a Civil Service status with over 18 years of service, including a fine war record as a Naval officer and who has amply demonstrated, in my opinion, his ability to perform the duties of the position and is now serving in the position as Acting Chief of the Division. . . .

The position I have taken in this case, I believe, is consistent with the desire of the Administration to preserve the integrity of the Civil Service System. . . .

It is my opinion that, if the Commission considers that this position is one falling within the category of policy-making, then it should recommend to the Civil Service Commission that it be listed among the "Schedule C" positions and if approved by the Civil Service Commission, then full consideration should be given to those who have supported the administration and who are seeking government positions and have the support of the party. I might add that I believe there are other positions on the staff of the Commission which should be given consideration for inclusion in the "Schedule C" category.

George E. Sterling
Commissioner, FCC
Washington

[EDITOR'S NOTE: We are pleased to publish Comr. Sterling's comments. The FCC employe to whom he refers is Robert J. Rawson, acting chief of the Hearing Division.]

Thank-You Note

EDITOR:

Through your columns, I should like to give credit where credit is due. I should like to pay tribute to a very capable group of technicians and program people at WTOP-TV Washington.

They set up, on very short notice, what amounted to a complete studio in the Mayflower Hotel ballroom in Washington, and operated in the manner of the most seasoned pros.

Byron Paul
CBS Director
Anti-Defamation League
"Dinner with the President"
Nov. 23, 1953

[EDITOR'S NOTE: Mr. Paul alluded to ADL's one-hour program carried live over CBS and repeated by kine over NBC and ABC, which included presentation of ADL award to President Eisenhower. Participating in program, with a minimum of rehearsal time, were top performers in radio-tv and show business. In audience were CBS Chairman William S. Paley and CBS President Frank Stanton; RCA-NBC Chairman David Sarnoff, and AB-UP President Leonard H. Goldenson.]

What To Pound

EDITOR:

A very low bow to B•T for its editorial on the new uhf association, and its appraisal of the questionable usefulness of such an organization . . .

We are having no trouble selling *television* in Norfolk. It all boils down to this one basic, business principle: There is no substitute for intelligent, competitive planning; capable, enthusiastic personnel; and pounding the pavement—not the desk.

Robert Wasdon, Vice Pres.
WTOV-TV Norfolk, Va.

Incompatibility

EDITOR:

The headline accompanying the story on page 50, issue of Nov. 16, seems slightly amiss, especially in view of the fact that the fifth paragraph is not compatible. . . .

Any action with regard to a merger with the Chicago Television Council would first need Chicago Radio Management Club membership approval, a step which has not yet been taken nor is it a part of any future Chicago Radio Management Club agenda. . . .

Howard B. Meyers, Pres.
Chicago Radio Management Club

Where's Telestatus?

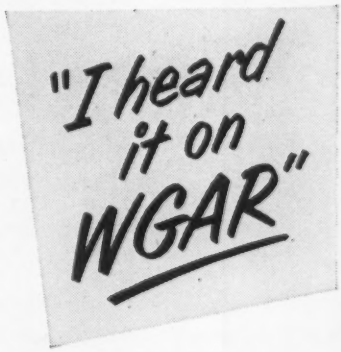
EDITOR:

. . . Each week I try to find TELESTATUS in the index, and it's never listed . . .

John S. Hayes, Pres.
WTOP-AM-FM-TV
Washington

[EDITOR'S NOTE: Telestatus appears in "For The Record" weekly.]

When Listeners Inform Others...



It means these names arrest attention!

Reliable reporting of latest news ... fast and accurate on-the-spot coverage ... makes listeners keep tuned to WGAR.

CHARLES DAY
WGAR's news director dominates a dinner-hour audience at 6 with the DAY'S NEWS.

JIM MARTIN
Three early morning news casts have drivers and shift workers quoting Martin throughout the day.

JACK DOOLEY
Summarizes the day's news events daily at 5 P.M. and 11 P.M.

JACK PERKINS
Covers weekend news events; frequently features on-the-spot reports and interviews.

Able coverage by these top-flight newsmen, in Northern Ohio's oldest established radio news room, gives listeners what they want. No wonder they give WGAR the "badge of authority!"

In Northern Ohio
WGAR
THE SPOT FOR SPOT RADIO
Cleveland
50,000 watts
CBS
Eastern Office: at 665 Fifth Ave. N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

some spots are bette

Kids are kids—and a good thing for advertisers, too! Tots or teenagers, they know what they want and they ask for it loud and clear. Three out of four of them (Advertest) ask their parents to buy products advertised on TV shows—and they get them, too!

The eleven TV stations represented by NBC Spot Sales have all created local children's shows that are howling successes. One of them, for instance, packs a walloping 14.2 ARB rating—highest rating of any local multi-weekly show in the market. It even beats all network kids' shows with one exception—*which it ties!*

Children's shows in these markets are all low-cost-per-M shows—in fact,

For the best spot, at the right time, at the right pl

...than others

one delivers 1,000 viewers for only 26 cents! Personalities on these programs pull like Pied Pipers. One of them chalked up a mail pull of more than 72,000 in response to a non-premium promotion.

Ask your NBC Spot TV Salesman to fill you in on these hot properties. He also has complete stories on:

Herb Sheldon in New York
Animal Playtime in Chicago
Commander Comet in Los Angeles
C'mon to Uncle Pete's in Philadelphia
Big Brother in Boston
Noontime Comics in Cleveland
Mike Hunnicutt Show in Washington
Friendly Fireman in Schenectady
Toymaker in Portland, Ore.
KONA Kids' Circus in Honolulu, Hawaii

representing
TELEVISION STATIONS:

KONA	*Honolulu, Hawaii*
KSD-TV	*St. Louis*
WNBW	*Washington*
KPTV	*Portland, Ore.*
WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*

representing
RADIO STATIONS:

KGU	*Honolulu, Hawaii*
KSD	*St. Louis*
WNBC	*New York*
WMAQ	*Chicago*
WTAM	*Cleveland*
KNBC	*San Francisco*
WRC	*Washington*

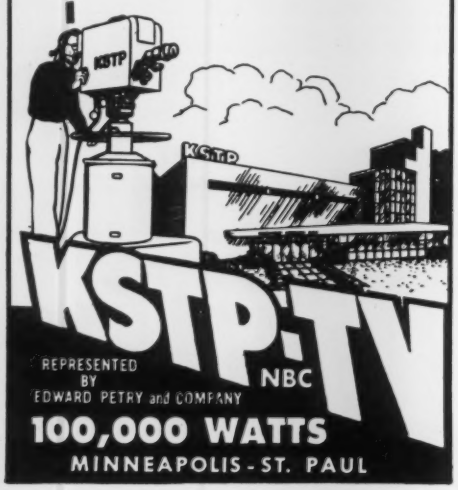
NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Detroit Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta* *Bomar Lowrance Associates*

IN THE
Upper Midwest...

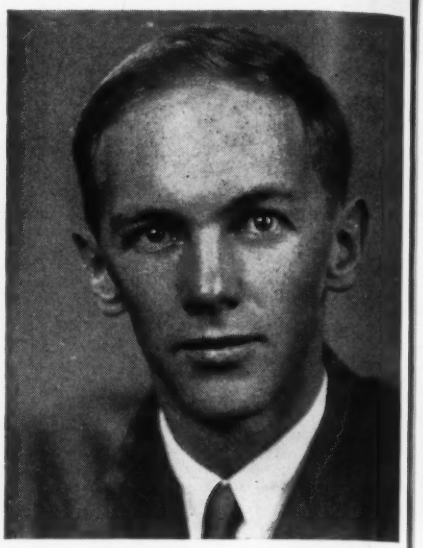
KSTP-TV
now reaches
nearly
Two Million
people
regularly
with its
100,000 watts
on
channel 5



REPRESENTED
BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS-ST. PAUL

our respects

to JAMES WILLIAM SEILER



THE ONLY time Jim Seiler ever got off the track was during wartime; otherwise the lanky, 37-year-old director of the American Research Bureau—a postwar entry in the broadcasting research field, and one which has made good—has been on the rails right from birth.

Aside from his proficiency in research—he is a 1939 A.B. in psychology from George Washington U., Washington, D. C., and he was promotion and research chief for NBC's WRC Washington—he has a flair for languages. He can speak, read and write French, German, Spanish and Portuguese, and he has a working knowledge of Italian and Russian. This latter ability won for him a pre-Pearl Harbor Navy Intelligence reserve commission as an ensign.

So what happened after that fateful Dec. 7, 1941? The Navy called him up and sent him to South America! He spent the whole war with our Latin American neighbors. No Russian.

Precision is a virtue in an analyst and it comes naturally to this soft-spoken researcher. His father was a professor of mathematics at the U. of Colorado's famous School of Mines. Later the senior Mr. Seiler was Wyoming State bridge engineer and then chief engineer of the American Wood Preservers Assn. Consequently, young Mr. Seiler traveled around quite a bit before settling in Washington where AWPA has its headquarters.

James William Seiler was born in Evansville, Ind., Nov. 10, 1916. He lived in Golden, Colo.; in Cheyenne, Wyo.; in Miami, Fla., and since 1931 in Washington.

His primary schooling began in Cheyenne, continued in Miami and was completed in Washington. After graduation from high school, Mr. Seiler spent a year on the detail desk of the *Washington Daily News*, and then enrolled at George Washington U., where he majored in psychology. Languages were a subsidiary major.

For one of his term papers, Mr. Seiler did a study of radio listening in the Nation's Capital. He circularized the results among Washington's then five radio stations, and the work caught NBC's eye. He was hired on a part time basis to continue this analysis.

After graduation in 1939, young Mr. Seiler joined NBC as the promotion manager for WRC. In May 1941, he was called up by the Navy and served throughout the war in various Latin American capitals. He returned to the States, and was discharged in 1945, a lieutenant commander. He rejoined NBC as promotion manager and director of research. In 1947, Mr. Seiler was made assistant to General Manager Carleton D. Smith.

One of Mr. Seiler's jobs at NBC was a continuation of his study of the Washington radio audience. Results were so significant that a majority of the now 13 am and fm Washington stations asked NBC for permission to share in the costs and the results of the project. NBC said okay, and that was the genesis of the American Research Bureau.

Not long after the other Washington stations began to share in the NBC audience studies, Mr. Seiler realized that there was a market for an independent research organization to meet this demand.

Establishment of the American Research Bureau became an actuality in the summer of 1949. At first, radio and tv audience measurements were undertaken, but shortly after its founding, the firm decided to concentrate on tv exclusively. From Washington, ARB crept northward to Baltimore, Philadelphia and New York. Today it issues a local audience rating for all tv programs in 35 cities; it also issues a national rating for all network tv programs covering all tv markets.

When ARB was first set up it comprised Mr. Seiler, his wife, Betty, and eight other employes. Now there is a full-time staff of 70, with offices in Washington, New York and Los Angeles. What occupied 20 part-time interviewers four years ago now takes up the time of more than 175 question-askers.

Today's 200-plus clients of ARB number 54 tv stations in the top 32 markets, plus agencies, advertisers and networks. Fees range from $250 a year for a local market report to $10,000 a year for the entire basic service.

Although there are many ways of determining audience likes and dislikes, the high-domed Mr. Seiler (his hairline has been receding perceptively during the last few years) has implicit faith in the diary method. It is his conviction that only through the diary-keeping system can a broadcaster know intimately what people like, what kind of people are watching (men, women or children) and get that information at costs within the normal research budget.

Since ARB puts out both a local and a national service, there is a third selling point which Mr. Seiler uses: Only by using rating reports employing the same methods and covering the same time periods can a valid comparison be made between cities and between network and city ratings for the same programs.

ARB also has done special jobs on reading vs. broadcast listening and/or viewing, color tv, and most recently a study of uhf set penetration in new and old tv markets.

Mr. Seiler married Elizabeth Chapman of Moline, Ill., in 1949. He had met her in Washington during the war when she was a WAVE ensign on duty at the Pentagon. Mr. and Mrs. Seiler (there are no children) live on 2½ acres in Maryland, where Mr. Seiler, when not flying around the country to oversee ARB's research, works diligently to improve his vegetable patch. Latest project is soil testing and the addition of the required potash, lime or phosphorus as indicated.

"You ought to see the gigantic produce," Mr. Seiler says with a grin. "Biggest damned weeds you ever saw."

GILT COMPLEX
or Why Psychiatrists Go Crazy

"DOC, one of those superiority complexes is eating on me," said an oil-rich Texan to an Amarillo psychiatrist.

The head doctor was intrigued. Being a Texan himself, he was no stranger to the well-developed ego. For a Texan to get neurotic about it, however, was a new twist. With visions of his own private pipeline dipping into oil, perhaps even an oil well of his own, the good doctor suggested "an examination of all the facets" of his patient's personality.

"You mean for me to talk on a couch, like in the movies?"

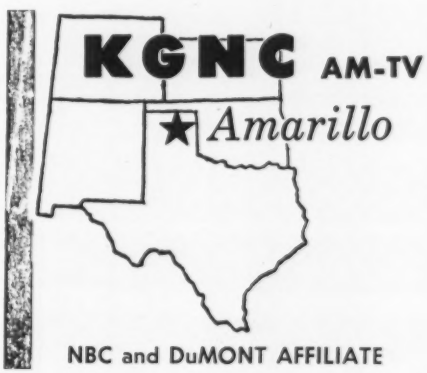
"That's it—psychoanalysis."

"It'll never work, doc. It's my mother-in-law that's got it."

***

The Texas state of mind corresponds to our state of living—and the state we live in. Big, that is. Residents of Amarillo's trading area in particular have to adjust to some traumatic experiences: $300 million in oil, gas and related products annually; $350 million in annual cash income from the sale of crops and livestock, to name a few. Obviously abnormal, our folks do a healthy job of compensating, seeking satisfaction by spending money, leading the nation in retail sales last year (a frenzied $5,794 per family).

If these facts motivate feelings of guilt about gilt you're missing, don't repress them. KGNC has comfortable couches — and schizophrenes can choose radio or tv.



AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

$2,000 IN PRIZES

MEMO TO: All ad agency television and radio people .....all advertising personnel of companies using television or radio.

FROM: KSBW-TV - KMBY-TV ..... CHANNEL 8. Salinas-Monterey, California

SUBJECT: "NAME THIS MARKET" CONTEST

You name it - and win a prize! $1,000 hard, cold cash if you come up with the name selected! We've racked (wrecked?) our brains for the all-inclusive name to most aptly describe this metropolitan market.

Seven basic towns, clustered in the Salinas Valley and Monterey Bay area, shut off by mountains (you know what that means in TV!) depend on CHANNEL 8 for television. It's separate and apart from any other California region.....a strong market by itself. It cannot be served from without. It must be served from within.

Salinas, Alisal, Monterey, Pacific Grove, Carmel, Watsonville, Santa Cruz - with a population of over 250,000; retail sales, $269,000,000; spendable income, $356,000,000.....plus the others served.. make a "MUST BUY" for sales in California.

Name it, and win:

1st Prize.....$1,000

2nd Prize	$500	5th Prize	$50
3rd Prize	$250	6th Prize	$50
4th Prize	$100	7th Prize	$50

Send to CHANNEL 8. Entries must be in by December 31, 1953, accompanied by 50 words or less as to why you selected the name. All entries become the property of Channel 8. Prizes will be awarded in January (in time to pay your Christmas bills).

Your Hollingbery man has complete details.

sharing time

KSBW-TV 8 KMBY-TV

SALINAS, CAL. MONTEREY, CAL.

Thomas Dwight Murray

on all accounts

THOMAS DWIGHT MURRAY, vice president in charge of television and radio for the Coca-Cola Bottling Co. of New York, is able to tap the reservoir of assorted skills acquired over the years as an advertising production man, account executive and copy writer; as a radio and television writer, producer and director and as a song writer.

Not the least of his skills, Mr. Murray confides, is song writing, though he explains that fashioning lyrics, "will always be a hobby, but I hope, a profitable one." His most profitable song has been "God Bless Us All."

All types of writing have interested Mr. Murray since his days at Boys High School in Brooklyn, from which he was graduated at the beginning of the depression. He was born at Flushing, L. I., Aug. 20, 1913, and received his higher education at Columbia U. and the U. of California.

In 1940, Mr. Murray joined George Bijur Adv. as a production man, became production manager shortly afterwards and cut his teeth on advertising copy writing before moving to Grocery Mfrs. of America in 1941 as assistant public relations director. He was in the Army from 1943 to 1945.

His song-writing hobby led to Mr. Murray's first job after army service when he was hired as a lyricist for an M-G-M motion picture. It was a short-lived project and Mr. Murray afterward joined Green-Brodie Adv., New York, as a copy and contact man on the Thomas A. Edison account. He remained until 1950, and during this period wrote scripts free-lance for outstanding radio and tv programs.

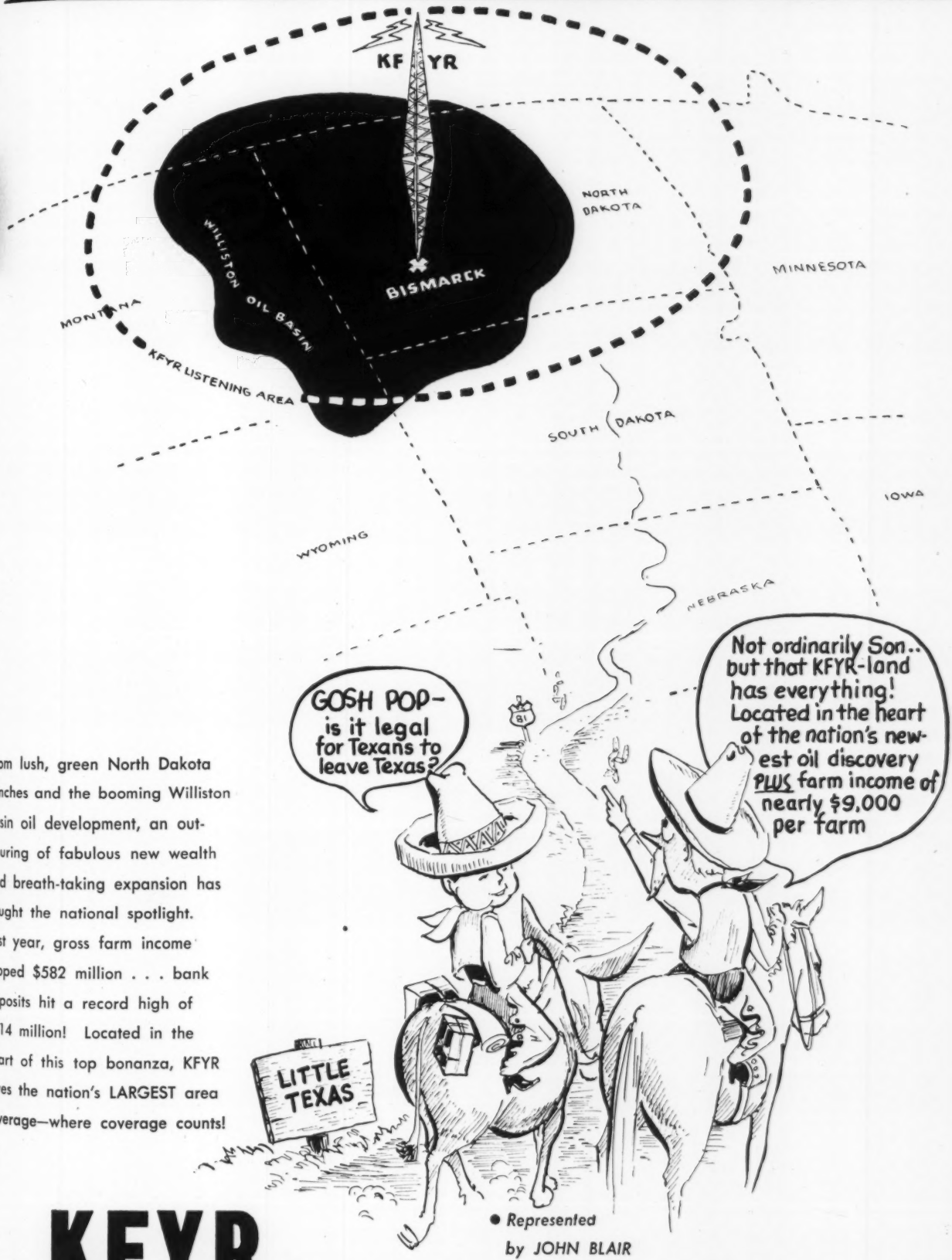
From 1950 to December 1952, when he joined Coca-Cola Bottling Co. of New York as radio and television coordinator, Mr. Murray free-lanced as a radio and television writer and directed and produced much of his own output. He was elected to his present post late last month.

Among the firm's radio and tv activities supervised by Mr. Murray are *Sense and Nonsense* on WABD (TV) New York; *Kit Carson* on WNBT (TV) New York, and the Notre Dame football games on WMCA New York, plus several tie-up programs and radio and tv spot announcements.

Pointing out radio and television are allocated the largest portion "by far" of the company's ad budget, Mr. Murray declared he is convinced these media are superior in creating a desire for and actually selling Coca-Cola.

Mr. Murray, who has been married 10 years, lives with his wife in New York City.

KFYR of the DAKOTAS



From lush, green North Dakota ranches and the booming Williston Basin oil development, an outpouring of fabulous new wealth and breath-taking expansion has caught the national spotlight. Last year, gross farm income topped $582 million . . . bank deposits hit a record high of $614 million! Located in the heart of this top bonanza, KFYR gives the nation's LARGEST area coverage—where coverage counts!

KFYR • Represented by JOHN BLAIR

BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS

Reliable way to determine coverage and audience response

KYW's New "Audience Action" Maps Provide Far More Reliable Measurement of Listenership Than Any Coverage Survey!

New KYW Audience Action Maps—based on 100,000 actual fan letters and orders for daytime offers received from our audience—provide a continuing and much more reliable measurement of listenership than any coverage survey.

We think you'll want to know more about these Audience Maps—and use them as well. So we've prepared a simple, single-sheet explanation of their compilation and advantages.

We'll be glad to send you a copy and sample map. Just drop us a line or contact your Free & Peters representative.

KYW
PHILADELPHIA

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales

BROADCASTING TELECASTING

November 30, 1953 Vol. 45, No. 22

RADIO-TV DOMINATE TALKS AT TWO-DAY AAAA MEETING

Although one session was set aside for radio and tv at AAAA's two-day eastern annual conference, the broadcast media—particularly video—kept cropping up at all the talks. Noteworthy were the tv success stories of American Machine & Foundry, Universal C.I.T. Credit Corp., Lincoln-Mercury and Sylvania, some successful tv commercials and the effects of radio-tv on media departments.

ALTHOUGH the American Assn. of Advertising Agencies devoted a full afternoon meeting of the two-day eastern annual conference to radio and television production problems (see story page 34), the broadcast media—particularly television—seemed to be too dominant in agency thinking to be confined so narrowly, and in one phase or another they showed up at practically every one of the conference sessions.

Some highlights of the discussion of broadcast media topics presented during the AAAA conference, held Monday and Tuesday at the Hotel Roosevelt, New York, are reported herewith.

A postwar diversification program which added government work and consumer products to its previous production of machinery for industry was responsible for the entry of American Machine & Foundry Co. into television, Gen. R. L. Maxwell, AMF vice president in charge of personnel and public relations and coordinator of advertising, told the AAAA Trade & Industrial Group meeting on Monday.

"We needed greater recognition of the AMF trademark both in government circles and among the ultimate consumers of the products of our new subsidiaries," he said. "We were aware of the great impact carried by television and set our sights accordingly. But we wanted a high-level network show with a large continuing following which could get our diversified story over, sell our trademark better and at the same time exert a considerable influence in getting AMF into the defense program's 'charmed circle.'"

Omnibus Sponsorship

So, AMF became an *Omnibus* sponsor on CBS-TV, feeling this "program's experimental approach had a great deal in common with the work of AMF," Gen. Maxwell said. "We set up a threefold pattern of commercials: (1) a series of messages which would stress the importance of our part of the defense program and give high military officials an opportunity to impress upon the American public the importance of American industry in general to the defense program; (2) integrate the company's diversified product line under the AMF trademark; (3) make the trademark itself widely known."

Results of the *Omnibus* campaign, which AMF continued this year, were "immediate" and "impressive," Gen. Maxwell said, producing sales of industrial equipment and consumer products. *"Omnibus,"* he stated, "did the job we hoped it would do for us. We are satisfied that it has made the trademark 'AMF' mean something to the American public—and to military circles as well. It has put us on the map."

How Universal C. I. T. Credit Corp., a company with no consumer advertising at all, used a closed-circuit tv show as a sales training tool was described at the same session by George R. Lyon, account executive, Fuller & Smith & Ross. Pointing out that U. C. I. T. is an auto financing company that works with car dealers who want their salesmen to understand what financing is so they can use time payment plans as sales clinchers, Mr. Lyon said holding sales meetings in car dealerships is an important function of U. C. I. T. sales representatives.

Early this year, he said, U. C. I. T. executives decided to replace their men's easel presentations with a more dramatic presentation—a film tied in with the 50th anniversary of Ford Motor Co. But the time element—less than two months—the scope and cost of the project, presented difficulties.

Provides Answer

"The use of television facilities gave a unique solution that answered all our needs," Mr. Lyon said. "The sales training story fitted easily into tv's particular dramatic style. By using kinescopes for our film a program could be written, directed and staged in a matter of weeks. And by using local tv studio facilities it was possible to exercise close supervision over the entire production. But most important, we felt that use of this medium for this purpose would lend the illusion of immediacy, news value and excitement to the entire program far beyond that of an ordinary film."

The film, which he showed to the AAAA audience, demonstrated the way U. C. I. T. operates, using typical Ford and Lincoln-Mercury dealers as examples, with John Daly, ABC vice president in charge of tv news, as commentator. The film first was shown to Ford executives who "encouraged U. C. I. T. to show it to as many Ford and Lincoln-Mercury dealers as possible," Mr. Lyon reported. "They felt that with competitive selling ahead, every Ford salesman could benefit from seeing it."

In addition to the thousands of car salesmen to whom the film has been shown, U. C. I. T. is using it in its own salesmen's training schools, service adjuster training course and in orienting new employes, Mr. Lyon said.

"Whatever your visual training program seems to be, it will be worth your while to think of the capacity of television," he advised in conclusion.

Ten tv commercials "I would like very much to have made" were presented at the Tuesday afternoon Copy and Art Group meeting by Fairfax M. Cone, president, Foote, Cone & Belding. The ten—for Kent cigarettes, Ford motor cars, Beautyrest mattresses, Johnson's wax, GMC trucks, Hamm's beer, Finesse shampoo, S.O.S. cleaning pads, Kraft caramels, and Gillette safety razor blades—"certainly are not the only good commercials on television," he said, noting that he "can't possibly have seen more than a fraction of the year's production," but "all 10 sell as hard as their different subjects allow" and "each is—to me at least—thoroughly entertaining—by which I mean the exact opposite of boring," he declared.

Television, Mr. Cone said, removes all but three of the limitations of other advertising media: "You can't actually feel the products advertised; you can't taste them, and you can't smell them—even when this might be highly desirable.

Mr. Cone

"But," he said, "you can see them in use—in action. And, since the picture on the screen is your total tv experience at any given second, you can have your boy eating pie and the pie, and the recipe, and the package, each in maximum display and accompanied by the strongest selling arguments you can devise."

Reorganization of media departments in agencies is being given constant consideration, George C. Dibert, vice president, J. Walter Thompson Co., New York, told the group meeting on media department organization, Monday, because the "advertising business is . . . a business of constant change."

"There are two basic types of media organization," he said. "One might be termed vertical, the other horizontal. In the first instance, the workload is distributed primarily by account and in the second case, it is distributed primarily by classifications of media. Both of these systems have inherent strengths and weaknesses. . . Under some circumstances, a third type of media organization, which is a combination of the first two, is both feasible and advantageous to the agency.

"Basic media planning has always been a function shared to some degree by the top media and creative personnel," Mr. Dibert pointed out. "If we go back just a few years, we find there was a tendency to use the media department primarily for its facilities in handling the mechanical or physical side of media; that is, the placement of contracts, setting up schedules, working out details of the merchandising plans, checking position and reproduction.

"Very often, account representatives were

able to blot up enough media knowledge from day to day to enable them to offer competent judgment on relative media values.

"This was true when 90% of the advertising budgets were made in newspapers and magazines," but now that radio and television have entered the picture and both newspapers and magazines have continued to grow and expand, "the ever increasing flow of media research, produced by the media themselves, deserves and requires careful study and evaluation by the agencies. Who at the agency should do this?" Mr. Dibert asked. "Sheer volume makes it impractical for the account representative to do it," he answered himself, but "through proper media department organization, it can be done far more comprehensively and far more effectively."

New Job: Negotiation

"Another important point for agency managements to recognize is that the two great media, radio and television, have introduced an additional function in media work; namely that of negotiation. The print media, for example, deliver the same circulation at the same cost for a given space unit to two different advertisers. One may receive a slightly better break in position than the other although the media departments, working in behalf of the two advertisers involved, both endeavor to produce an edge for their own client.

"In radio and television, however, this difference in position can produce an alarming difference in the delivered cost of the medium. A one-minute spot in Class 'A' time on the same station will represent the same cost to two different advertisers but, because of adjacencies involved, one advertiser may reach an audience two or three times as great as the other. Securing these desirable adjacencies is a matter of negotiation. The day of the one-man media department is past," he asserted.

As for the training of new, young employes, Mr. Dibert advised that they get at least a year's experience in selling at the retail level before applying for a job in the media department.

William C. Dekker, chairman of the meeting and vice president of McCann-Erickson, discussed the merits of the group system organized by clients of media departments, while William C. Steers, executive vice president of Doherty, Clifford, Steers & Shenfield, discussed the merits of the media department organized by classes of media with specialists in each. H. H. Dobberteen, vice president in charge of media, Foote, Cone & Belding, talked about the combination type—specialists plus "group coordinators."

Public Relations Panel

Efforts by agencies to direct their publicity and promotion more closely to the point of sales were discussed at a public relations-publicity group meeting Monday morning. Panel participants were Herbert Landon, publicity director of Kenyon & Eckhardt; Thomas J. Maloney, president-elect, Cecil & Presbrey, and John Dromey, public relations director, Anderson & Cairns.

In a talk titled "Extra Mileage From a Television Show," Mr. Landon outlined a promotional and public relations campaign that his agency had undertaken, starting in 1952, for the Lincoln-Mercury dealers on behalf of Ed Sullivan's *Toast of the Town* program (Sun., CBS-TV, 8-9 p.m. EST). Mr. Landon asserted the campaign fulfilled the objectives that had been established for it—namely, "to sell Mr. Sullivan, *Toast of the Town*, and Lincoln Cars."

The agency had decided, Mr. Landon explained, that the best sales approach for a car in Lincoln's high-priced class was to identify and associate it with "the modern way of life." In order to dramatize this theme, he continued, the agency and advertiser decided to expose the cars at a department store holding a fashion show, furniture show or similar activity, with Mr. Sullivan as m.c. of the program. Mr. Landon noted that a praiseworthy adjunct of the show was that it was tied in with an important local, and sometimes national, charity.

Mr. Landon said this type of promotion not only sells merchandise and makes the client happy, but also creates good will in communities throughout the country by raising funds for local organizations.

Mr. Maloney, in a spech titled "Showmanship in Selling" demonstrated a sales film of the same name produced for the Sylvania Electric Products Co., which stressed that many of the techniques employed in the entertainment field could be applied to products to build favorable public relations and sales appeal. The film took cognizance of the Sylvania Television Awards and the Sylvania "million tube" promotion, both of which honored outstanding personalities in the entertainment field and publicized Sylvania products.

Bellamy Presides

Presiding at the public-relations-publicity meeting was Richard Bellamy, director of publicity for Benton & Bowles.

Television in Argentina is developing much as it did some years ago in the U. S., Shirley Woodell, vice president, J. Walter Thompson Co., said Monday at the international advertising sessions in reporting results of a survey made in Buenos Aires last June-July, some nine months after the introduction of tv there. Upper and upper-middle income groups own most of the sets, and when tv families are classed by occupation of heads of family, business men account for 40%, professional for 22.8% and industrialists for 18.4%, or more than 80% of all set-owners in these three categories.

Argentine men's viewing preferences, in descending order, are for programs of boxing, football, shows from theatres, musical programs, movie films, comic programs, concerts and ballet. Women like telecasts of shows from theatres, fashion shows, musical programs, dramatic programs, movie films, and household and cooking shows. Unlike U. S. audiences, Mr. Woodell said, wrestling appeals to only 5.2% of Argentine men viewers and no women.

The general meeting concluding the two-day conference presented a talk by Earle Ludgin, president of Earle Ludgin & Co., Chicago, and chairman of the board of AAAA, on "Theirs Is the Future." Contending that young people have formed unfavorable attitudes toward advertising largely because of "excessive claims" and "the very weight of advertising itself," Mr. Lugdin said:

Mr. Ludgin

"Before one program that I watch with regularity, there is a closing commercial then a hitch-hike on a different product for the same sponsor, then a 20-second commercial sold locally, and an eight-second commercial which is also the station's billboard, another eight-second quickie, and then the opening commercial for the show I am waiting for. It's quite a lot to digest!"

As examples of advertisers' approach in the right direction, he cited the Ford anniversary telecast of last June with its absence of commercials and "the number of ads which now tell their selling story in the briefest possible words."

Bernard C. (Ben) Duffy, president of BBDO, declared, "There's no business like the advertising business" and challenged the belief that the advertising field is an insecure one. He pointed out that many advertising agencies have been in business longer than the products they represent and the media used, notably radio and tv.

PROGRAM PLANS, NEEDS AND TIPS GIVEN AT 4A's RADIO-TV PRODUCTION SESSION

Executives from networks, agencies and production firms analyze the problems in tv and radio. Changes in basic thinking on radio programming, in view of tv competition, is one of the facets discussed.

PRODUCTION problems confronting advertising agencies in radio and tv activities for their clients were given a thorough going-over Monday afternoon at the 1953 Eastern Annual Conference of the American Assn. of Advertising Agencies held Monday-Tuesday at New York's Hotel Roosevelt (see story, page 33). The group meeting on radio and tv production was presided over by Rodney Erickson, manager of account planning, Young & Rubicam.

The session opened with a discussion of current trends in radio production by Oliver Treyz, director of ABC Radio network; Ted Cott, operating vice president of the NBC Radio network, and Lester Gottlieb, vice president in charge of programs for CBS Radio. They agreed radio must have new programming, new program ideas and new program techniques to keep folks listening to radio instead of watching tv, and each maintained that his network was well along the way to providing just what is needed.

Decrying the thinking that radio should be programmed only for homes without television, which he said is all too common among advertisers and agencies, Mr. Treyz said ABC is working on the kind of programs that win an audience in tv homes, evenings as well as in the daytime. Martin Block, well-known disc jockey who is to join ABC the first of the year, will be on radio in an evening program, he said. ABC also is planning a tv gossip program—a radio show appealing only to tv families, Mr. Treyz said.

Radio has to get itself back in the public eye, Mr. Cott said. "We're in a business of talk and nobody's talking about us," he said. "Because we haven't given them anything to say." To alter that sad state of affairs, NBC Radio is going to give its listeners more news, more feature news, the kind of news that wins Pulitzer prizes, he stated. "There will also be new kinds of non-news shows, including five-minute programs that will be complete in themselves and will fit in well with the rest of the program schedule, and more omnibus programs like *Weekend*."

NBC also will offer a diversification in points of origin of its programs, Mr. Cott said, noting that listeners "must get a little tired having

Check List For Agency Buying and Servicing a Package Show

THINK an agency's part in buying and servicing a package show is easy? Here's what it involves, according to Rodney Erickson, manager of account planning for radio and television, Young & Rubicam:

1. Media analysis for brand
2. Assignment of funds for tv
3. Talent search for tv programs
4. Reducing hundreds of availabilities to handful
5. Negotiation of prices of prospective shows
6. Negotiation of network time for prospective shows
7. Researching histories (if any) of prospective shows
8. Researching time period history
9. Analyzing prospective shows
10. Product group meeting on prospective shows
11. Top agency executive meeting on prospective shows
12. Client meeting on prospective shows
13. Joint decision on single show
14. Final negotiation securing program
15. Final negotiation securing time period
16. Drawing of legal documents
17. Clearing legal documents with client and talent
18. Planning commercial format
19. Planning show format
20. Writing commercials
21. Client and agency approval of commercials
22. Talent agency discussions on characterizations
23. Talent agency discussions on production details
24. Agency program and account viewing actual production
25. Production supervision of show
26. Supervision of film prints or kinescope
27. Producing commercials
28. Processing commercials
29. Integrating commercials in show
30. Integrating commercials in prints or kinescope
31. Researching show (NTI)
32. Special research (flow charts, audience jury tests, etc.)
33. Evaluating cost per thousand of show
34. Research sales effectiveness of commercials
35. Checking of cost of show
36. Representation in multiple union negotiations
37. Continuing network negotiation on costs and stations
38. Continuing use of research to improve show
39. Special top management spot checking of production
40. Daily handling of star temperaments, illness and emergencies
41. Continuing search for better properties
42. Checking of all scripts for client policy
43. Negotiation with networks for rebates, preemptions, etc.
44. Negotiation with networks for better time
45. Quarterly reviews of all phases of show with client
46. Research on summer policy
47. Selection of summer show or hiatus recommendation
48. Recommendations for following year

girls from New York and Hollywood winning all the refrigerators."

Most important, Mr. Cott revealed plans to match radio programming with people's living habits. NBC is launching a pre-Christmas drive aimed at putting a radio into every American kitchen, so the younger housewives can join their older sisters in listening while they work. Other programming, he said, will be custom-built for motorists, literally "putting the radio show on the road."

CBS Radio Objectives

CBS Radio has two objectives in its programming, Mr. Gottlieb said: "(1) to do shows that will create attention for radio, despite tv and (2) to maintain quality at lower costs." To accomplish those ends, he said, "we had one of the largest creative show budgets in the history of CBS Radio."

Expressing opposition to "duplicating on a network programming that is best done locally," Mr. Gottlieb said that radio listeners already have "all the home-grown disc jockeys they can take." CBS, now building new radio properties for 1954, is "on the lookout for new personalities," he said, "for we firmly believe that radio is, above all, a personal medium and it needs fresh, warm personalities to give it a glow."

L. T. Steele, administrative vice president for radio and television of Benton & Bowles, coordinator of a section on daytime tv, called this "the next great media frontier" and pointed out that "a good five-a-week strip with a reasonably good rating" will reach nearly half of all tv homes in a four-week period, with an average frequency of about five episodes per home reached. Two types of daytime tv shows —serial dramas and public participation shows —are already emerging as favorites with housewife viewers, he said.

Speaking for the daytime serial, Dave Lesan of Compton Adv., producer of Procter & Gamble Co.'s *Guiding Light* program, warned that on daytime tv, serials must be taken seriously and handled without condescension. Regardless of how fine the actors, how extravagant the scenery, how shrewdly planned the shots," he said, "if reality isn't there your show is using up some very expensive television time very cheaply . . . but with the kind of cheapness that's no bargain, either artistically or financially."

"I'm not claiming that the producer can create quality," Mr. Lesan said. "That's not his job. But he can help to maintain it; he can make a constant effort to see to it that whatever quality is there doesn't get lost in transit from radio to television."

Bob Quigley, producer of *On Your Account* (also sponsored by P & G) for Benton & Bowles, warned "an audience participation show can only be good if the contestants are good," but said "often this is the most neglected element in the show." Good contestants, he said, must first "have a desire to appear on the show" and next "have an outgoing manner and be able to talk, but not too much and not too long."

Commenting on criticism that these programs "commercialize on human misery and lower the dignity of people," Mr. Quigley said that when headline words like "heroism, strength and courage" are applied to ordinary people—the contestants, it "has a great effect on them and it makes the audience at home aware that they, too, in their own quiet, undramatic way, can be heroes and heroines—important people. The audience discovers that, no matter what someone has gone through, it is possible to have faith, hope and pride. This helps them in their own lives and their own problems. They are more likely to take comfort in the words of someone like themselves, who has been through what they have been through, than the words of a professional adviser."

East vs. West

In a debate on the merits of East Coast versus West Coast for tv film production, moderated by James C. Douglass, director of radio and television for Ted Bates & Co., Marion Parsonnet, president, Parsonnet Television, argued that the East wins on three points: economy—it being 15% less expensive to produce tv films in New York than in Hollywood; quality—based on the superior quality of talent available in New York, where theatre-trained actors can memorize lines and think for themselves in an emergency, and liaison—with production in New York permitting greater ease of contact between the agency and sponsor and the film's producer.

Speaking for the West Coast producers, Ralph Cohn, vice president and general manager, Screen Gems, tv subsidiary of Columbia Pictures, said Hollywood offers skilled cameramen, directors and producers with long backgrounds in motion pictures for theatre-showing who are capable of providing expert assistance to films for television as well.

On the business end, he said, Hollywood producers were "first to realize that advertising budgets and production costs were in conflict" so they "developed new concepts of buying and selling tv programs on film." He cited the limited market deal, giving the producer the right to sell programs in markets not bought by the primary advertiser, and re-runs as examples of "tradition-breaking concepts" which he said have encouraged first-rate filmmakers to enter tv.

Color Tv 'No Shock'

Color television will be no shock to men trained in making motion pictures in color, Mr. Cohn said. Mr. Parsonnet countered that while today it may be true that color experts are largely in Hollywood, the imminent advent of electronic color cameras and the use of tape instead of film for recording tv programs will shortly make the advantage academic.

Control of good taste in tv programming is an important advertising agency function, Mr. Erickson asserted. He lead off a discussion of the contributions of agencies to package tv programming. "While networks have their censors," he said, "I believe that agencies and clients, in respect for the many sensitivities of the consumer, go much deeper in setting criteria of good taste. We the agencies, therefore, must continue to exercise rigid control of this intangible but vital factor in show business."

Another problem that must be faced by agencies, Mr. Erickson said, is that while most nighttime tv shows are produced by talent agencies or package producers, "57% are controlled by networks and the advertiser cannot move these shows to another network." Agencies also, he said, are responsible in selecting men to service accounts. These men must command the respect of the packagers and networks.

John Gibbs, president of his own package program production organization, backing this view, said he was in favor of "policy control of a show . . . in the hands of the agency, which represents the man who pays the bills. But, this agency control succeeds or fails in terms of people—the agency representative and us. Control isn't a theory or a paragraph in a contract. Control is a man." He urged agencies to select mature men, men with strength, men with authority to "defend his decisions to you and to us. Don't let him be and don't make him be a messenger between the package producer and some higher echelon at the agency."

Mr. Gibbs attacked the networks for selling programs as well as time and facilities, charg-

ing that when a network becomes a competitive producer—"competitive with agencies and with package producers—it has automatically split its loyalties. You, the agencies," he declared, "can't take competitive products; the networks produce and sell shows to your competitors. In addition, they serve in the curious double role of landlord to some shows, and producer-landlord to others."

Networks are not competitive with agencies, Harry Ommerle, program director, CBS Television Network, stated. "Agencies are our market," he said. "We get our advertisers through them." The reason agencies don't produce their own tv shows, he said, is that only networks can maintain the staff of about 1,500 persons required, with color about to expand that number.

Lauds Agencies

Praising the agencies for providing commercial programs that get big station hookups and for supplying constructive criticism needed by network producers, who are too concerned with the job of getting today's show on the air to stand back and review their work critically, Mr. Ommerle asserted that "to go it alone without the help of the agencies would be murder."

Color tv, final topic for the afternoon, was discussed by three NBC executives: Barry Wood, executive producer, color coordination; Dick Day and Stan Parlan, color consultants. Mr. Wood reviewed programs already telecast in color by NBC and said they have proved what color adds to musical and variety programs. But future colorcasts will be necessary to determine what color will mean for quiz, panel and news programs, he said.

To learn those and other answers, he said, NBC plans to devote the first year after approval of compatible color to broadcasts in color of every NBC-TV commercial program. During this initial color year, NBC also will continue color clinics for agencies, he said. He said the network is not charging for any colorcasts during this introductory period.

Recalling his motion picture experience when magazine advertisements often provided a clue to correct composition of a close-up shot, Mr. Day said he thought that while agency personnel are being taught, NBC's color production men themselves will learn how to get better color pictures, programs and commericals. He also announced plans for special NBC studios to be used only for color commercials.

Describes Color

Demonstrations of tv programming on color film have begun, Mr. Parlan said, following the development of workable projection equipment by RCA [B•T, Nov. 2]. How well color film pictures reproduce on color receivers, he said, depends on the light contrast range and on pictorial content, which result from lighting and color values used. Color film telecasts produce highly acceptable pictures on a monochrome receiver, with a gray scale greater than currently achieved by black-and-white films.

Mr. Parlan suggested color film commercials be made on 35mm film to give superior quality to both the picture and sound. These films can be used for 35mm monochrome prints for immediate use on tv networks, he said, or reduced to 16mm. Whether commercials should be shot in color now, he said, depends on whether they will be usable in a year or more when the audience for color is large enough to make colorcasting commercially feasible and what value the experience of making color films is to the agency today.

SIX ADVERTISERS NAME NEW AGENCIES

Among those appointing new agencies are U.S. Tobacco Co., Household Products Inc., Hans Holterbosch Inc. (Lowenbrau beer), House of Westmore, Group Health Insurance and Plaskon plastic products.

AT LEAST six advertisers last week appointed new advertising agencies to handle their accounts.

They were: U. S. Tobacco Co.; Household Products Inc.; Hans Holterbosch Inc., American agency for Lowenbrau beer; House of Westmore; Group Health Insurance, and Plaskon plastic products.

U. S. Tobacco named C. J. LaRoche & Co., New York, effective Jan. 1, to handle advertising of its Scotch snuff brands in the South and Southwest in addition to its Sheffield cigarettes.

Household Products, Stamford, Conn., is returning to Herschel Z. Deutsch & Co., New York, for handling of advertising for "Sulphur-8" hair preparations, after being serviced by another agency for more than a year. Plans for 1954 call for the combined use of radio, magazines, and newspapers on a considerably expanded basis.

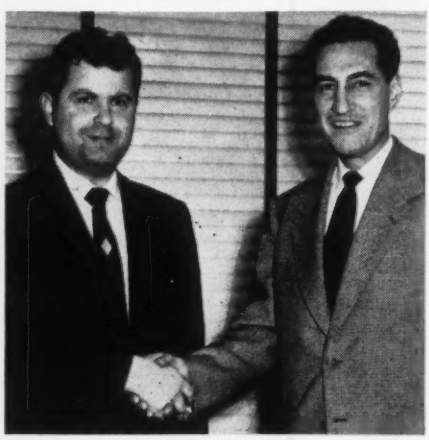
Names FS&R

Hans Holterbosch appointed Fuller & Smith & Ross, New York, to handle its advertising.

House of Westmore named Kiesewetter, Baker, Hagedorn & Smith, New York, to handle the entire line of Westmore cosmetics, including such products as Tru-Glo Liquid Make-up, Westmore Hollywood lipstick, and Party Puff Cream Powder Make-up. A national advertising campaign is being planned.

Group Health Insurance, New York, a nonprofit corporation which offers medical and surgical insurance to employed groups, named Blaine Thompson Co., New York, to handle advertising, publicity, and public relations.

Plaskon plastic products and resins will be handled by McCann-Erickson, New York, after Jan. 1, according to Thomas J. Kinsella, president of the Barrett Division of Allied Chemical & Dye Corp., which purchased the Plaskon division of Libbey-Owens-Ford Glass Co. Toledo, on Oct. 7.



THEY ARE partners now, as Diamond & Sherwood Inc. Shaking hands on it are Jim Diamond (l) who has been in the agency field for seven years as Jim Diamond Advertising Agency, and Clint Sherwood, formerly in radio as program director of KLX Oakland and KSAN San Francisco. Accounts formerly handled by Mr. Diamond's agency will be absorbed by the partnership. Firm is located at 821 Market St., San Francisco.

Two Buy on 'Smith' Show

PARKER BROS., Salem, Mass., through Badger, Browning & Parcher, Boston, and American Hair & Felt Co., Chicago, through Gram Adv., Chicago, have signed for participations in *The Kate Smith Hour* (NBC-TV, Mon.-Fri., 3-4 p.m. EST) under the divided-segment plan by which one-half of a 15-minute period may be purchased. Beginning Dec. 23, Parker Bros. will sponsor one-half of Wednesday, 3:15-3:30 p.m. segment for six participations, and American Hair & Felt Co., starting Jan. 13, one-half of the same time and day period on alternate Wednesdays for nine participations.

McElroy Joins Baker

PAUL E. McELROY, formerly director of advertising, sales promotion and public relations for the Ethyl Corp., New York, has joined Frederick E. Baker & Assoc., Seattle advertising agency, as an associate. Mr. McElroy has also been associated with BBDO and Fuller & Smith & Ross Inc. in Detroit, New York and Chicago.

Mr. McElroy

Andrews Leaves Maxon

S. JAMES ANDREWS, director of radio and television, Maxon Inc., New York, has resigned effective Dec. 31. Mr. Andrews has been with the agency in that position since 1949. Formerly he was with Lennen & Newell, New York, as vice president in charge of radio and television and with Paramount Pictures as writer-producer-director. He did not announce future plans.

Compton Elects Owen V.P.

JOHN H. OWEN, member of Socony-Vacuum Oil Co. group, Compton Adv., New York, has been elected a vice president of the agency. He has been with the firm since 1943.

NEW BUSINESS

Procter & Gamble (Tide), Cincinnati, expanding its sponsorship of NBC-TV's *On Your Account* (Mon.-Fri., 4:30-5 p.m. EST) to include Mon. and Thurs., 4:45-5 p.m. segments, effective Dec. 3, in addition to all Tues., Wed. and Fri. periods. Agency: Benton & Bowles, N. Y. Program is on 88 NBC-TV stations.

Carter Products, which dropped sponsorship of *City Hospital* last summer, returns with it to CBS Radio, effective Jan. 9 (Sat., 1-1:30 p.m. EST). Agency: Ted Bates & Co., N. Y.

Wembley Inc. (men's ties), New Orleans, signs for one participation per week on NBC-TV's *Today* show (Mon.-Fri., 7-9 a.m. EST and CST) for 52 weeks, effective Feb. 3. Agency: Fitzgerald Adv., New Orleans.

PROMOTIONS for four executives of William Esty Co., New York, were announced last week by James J. Houlahan, president of the agency. They are (l to r): George I. Chatfield, vice president, to executive vice president; James F. Behan and John Peace, to vice presidents, and Wendell Adams, to radio director.

Buick Div., General Motors, signs for two CBS Radio shows and participations in two others during week of Jan. 4. It will sponsor Jan. 4 and Jan. 6 broadcasts of *Julius LaRosa Show* (Mon.-Wed.-Fri., 7:35-45 p.m. EST) and, under CBS Radio's Power Plan, *FBI in Peace and War* (Wed., 8-8:30 p.m.) and *Meet Millie* (Thurs., 8-8:30 p.m.). Agency: Kudner, N. Y.

SPOTS

Philips Industries of Canada Ltd., Toronto (tv receivers), has started spot announcement campaign featuring interviews with well-known Canadians, on a number of Canadian stations. Agency is Erwin, Wasey of Canada Ltd., Toronto.

RENEWALS

Assn. of American Railroads renews *The Railroad Hour* on full NBC Radio Network for 13 weeks, effective Dec. 28 (Mon., 8-8:30 p.m. EST). Agency: Benton & Bowles, N. Y.

BorJen Co., N. Y., has renewed *Treasury Men in Action* (NBC-TV, Thurs., 8:30-9 p.m. EST) for 52 weeks, starting Jan. 7. Agency: Young & Rubicam.

AGENCY APPOINTMENTS

Bercraft Corp. appoints Garfield-Linn Co. to handle advertising for CBS-Columbia receivers. Radio will be used.

American Thermo Appliance Co. (Featherway way steam irons) and **Jungers Stove & Range Co.** (oil furnaces and space heaters), both Grafton, Wis., appoint Maercklein-Nelson Adv., Milwaukee.

S. B. Thomas Inc., Long Island City, N. Y., appoints Robert W. Orr & Assoc. Inc., N. Y., as agency for all Thomas bakery products, effective Feb. 1.

Erwin-Lambeth Inc., Thomasville, N. C. (furniture), appoints Mitchell WerBell Adv., High Point, N. C. **Robert Barr** is account executive.

Paddock Pool Equipment Co., L. A., appoints Geoffrey Wade Adv., Hollywood. **Snowden M. Hunt Jr.,** is account executive.

Griesedieck Bros. Brewery Co., previously serviced by Ruthrauff & Ryan, appoints Krupnick & Assoc., St. Louis. Change becomes effective Jan. 1.

Keystone Co., Memphis (Longaid hair straightner), recently serviced by Kastor, Farrell, Chesley & Clifford, N. Y., names Frank B. Johnston, N. Y., as its agency.

Homac Stone Ground Millers, Florence, Ala., and Chicago (bread), appoints Goodkind, Joice & Morgan, Chicago, as advertising and marketing counsel. Local media, probably including radio and tv, to be used initially and national advertising later.

Mark Scott & Assoc. (Hayr Application, which is claimed to grow hair) appoints Frank Bull Adv. **Henry R. Konysky** is account executive assisted by **Rudy Perkal.** Tv will be used.

Heatilator Inc., Syracuse, N. Y. (Heatilator Fireplace and Service-Way door for basements), appoints Barlow Adv. Agency Inc., that city, effective Jan 1.

Farmers Bank of the State of Delaware names Doremus-Eshleman, Phila., to handle its advertising.

Standard-Toch Chemicals Inc., Staten Island, N. Y., and Chicago (paints, varnishes and related products), names Kiesewetter, Baker, Hagedorn & Smith as its advertising agency for newly developed "automatic color carousel," which provides all pigments for unlimited range of shades.

General Petroleum Corp., L. A., appoints Stromberger, La Vene, McKenzie, that city, starting Dec. 1. **Ted Stromberger** is account executive.

Soule Steel Co., S.F. (fabricated steel building products), appoints L. C. Cole Co., same city.

AGENCY SHORTS

Idaho Adv. Agency, Boise, moves to 715 Grove St., that city.

Eschen & Roe Co., S. F., moves to 57 Post St., that city.

C. B. Juneau Inc., Beverly Hills, recently broke ground for additional wing to present quarters at 8447 Wilshire Blvd.

Russell W. Lake Adv. Agency, Fresno, Calif., moves to 221 Fulton-Fresno Bldg.

Jack Packard Adv. Agency, Glendale, Calif., moves to 1417 Kenneth Road. Telephone number is Chapman 55591.

TWO Kenyon & Eckhardt, New York, account executives named vice presidents: George C. Oswald (l), who is account executive on the agency's Lincoln-Mercury Dealer Assn. account and with the firm since 1952, and Douglas J. Coyle, account executive on the Richard Hudnut account, with K & E since 1951.

FACTS & FIGURES

15.7% of L. A. Set Owners Plan to Buy Color Sets

Most color tv buyer-hopefuls say they would prefer 20-21 inch or over 24 inch-screens. Sixty-three per cent would pay for 'first quality' movies.

ONLY 15.7% of the 2,500 Los Angeles tv set owners questioned plan to buy a color tv set if color is available by January 1954, according to the 10th Tele-Census survey by Pasadena, John Muir, Glendale and Los Angeles City Colleges; 64.2% answered the question negatively, 20.8% gave no answer. Asked what size screen they have in mind when thinking of owning a color tv set, 0.9% replied under 16 inches; 10%, 16-17 inches; 54.4%, 20-21 inches; 15.6%, over 24 inches; 19.1% had no opinion. Price of $500 for a 21-inch color set was considered too high by 63% but not by 29.1%.

Want Quality

At a price of $1 per program, 63.3% would pay to see first quality movies on their home tv sets, as opposed to 32.3% who would not. If the price were the same, 62.6% would rather pay for first quality movies via home tv than at a movie theatre. Movie theatre was preferred by 13.9% with 23.5% electing neither.

Asked if they go to the Coliseum more often since local college football games have been kept off tv, 7.3% said yes and 82.5%, no. Total of 59.2% would pay $1 to see Notre Dame play the U. of Southern California on their home tv sets, while 36.7% would not.

Other Findings

Other findings revealed the types of programs which viewers want to see more: sports, 24.9%; variety, 17.2%; musical, 16.9%; comedy, 13.4%; mystery, 8.6%; news, 3.5%; panel, 3.2%; others, 12.3%. As to how long each has had a tv set: more than three years, 43.7%; 2-3 years, 24.3%; 1-2 years, 17.3%; 7-12 months, 6.7%; 0-6 months, 8%. Of the group queried, 88.4% have traded one tv set for a new one.

Pay-See Poll

IN Minnesota 41% of tv set owners would pay $1 to see a Big Ten football game, reports the *Minnesota Poll*, maintained by the *Minneapolis Tribune*, in a study on sports fans' preferences for pay-as-you-see television. The poll indicated 35% would not pay, with 2% undecided.

The poll indicated Minnesotans were less interested in paying to see other sports. Some 38%, for example, said they would pay $1 to see a championship fight on tv, while 38% said they wouldn't pay and 2% were undecided.

Only 23% said they would pay to see professional baseball, 53% said they would not pay and 2% were undecided. The percentage was lower for championship wrestling, with 16% willing and 60% unwilling to pay.

Of the total tv owners, 78% (90% of men, 65% of women) evinced interest in watching sports on tv, while 22% said they had little or no interest.

Shimberg to Head Research In Educational Tv Test

APPOINTMENT of Dr. Benjamin Shimberg to direct research in educational television for the Educational Testing Service, Princeton, N. J., was announced last week by Henry Chauncey, ETS president. Dr. Shimberg formerly was assistant chief of the experimental and evaluation services branch of the U. S. Public Health Service.

Dr. Shimberg will supervise research to determine the effect television programs may have on viewers in knowledge gained and skills acquired, and in changed interests, attitudes, and behavior.

Asserting measurement specialists can contribute to tv programs in production as well as after they have been telecast, Mr. Chauncey declared:

"By conducting pre-tests while the program is in a preliminary stage, it is often possible to identify weaknesses and to remedy them prior to production. This, of course, should mean better and more effective television programs."

'Lucy' Maintains First Place In Nielsen Ratings for Tv

REACHING 59.6% of the homes in markets where *I Love Lucy* is shown, the CBS-TV show retained top spot in the National Nielsen ratings of tv programs during the two weeks ending Oct. 24.

Lucy also was first in total homes reached, 14,930,000, according to NRI. Closely following, both percentagewise and on homes reached, were *Dragnet, Bob Hope Show* and *Buick-Berle Show*.

The complete NRI:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	14,930
2	Dragnet (NBC)	13,702
3	Bob Hope Show (NBC)	12,606
4	Buick-Berle Show (NBC)	12,088
5	You Bet Your Life (NBC)	11,880
6	Colgate Comedy Hour (NBC)	11,504
7	Arthur Godfrey (Liggett & Myers) (CBS)	11,177
8	Arthur Godfrey (Pillsbury) (CBS)	10,915
9	Arthur Godfrey's Scouts (CBS)	10,679
10	Goodyear Tv Playhouse (NBC)	10,527

PERCENT OF TV HOMES REACHED PROGRAM STATION BASIS

Rank	Program	Homes %
1	I Love Lucy (CBS)	59.6
2	Dragnet (NBC)	56.2
3	Bob Hope Show (NBC)	53.1
4	Buick-Berle Show (NBC)	50.6
5	Jackie Gleason Show (CBS)	47.6
6	You Bet Your Life (NBC)	47.5
7	Arthur Godfrey's Scouts (CBS)	47.4
8	Colgate Comedy Hour (NBC)	46.2
9	Arthur Godfrey (Liggett & Myers) (CBS)	45.9
10	Arthur Godfrey (Pillsbury) (CBS)	45.5

Copyright 1953 by A. C. Nielsen Co.

Direct Mail Ads Up

DIRECT Mail Advertising Assn. has reported that estimated dollar volume of direct mail advertising for the first nine months of 1953 amounted to $906,302,333, which was said to represent a gain of nearly 6% over the figure for the corresponding period of 1952. For September 1953, DMAA said estimated dollar volume was $100,098,332 as against $99,862,486 for September 1952.

GT, MOVIETONE PREVIEW FILM SERIES

FILM series produced under the joint auspices of General Telecasting (tv subsidiary of General Teleradio) and Movietone News [B•T, Oct. 12] will be previewed Thursday by executives and newsmen invited by T. F. O'Neil, General Teleradio president, to a private showing at the 20th Century Fox screening room in New York.

The series is said to comprise 26 quarter-hour programs, each complete in itself, of historic events and personalities, compiled and edited from the newsreel library of Movietone News. Among the first programs to be completed is a pictorial biography of Babe Ruth.

Dealers of General Tire & Rubber Co. (parent of General Teleradio) are sponsoring the series on a spot basis in some 50 cities across the country, it is understood, with the series syndicated to other advertisers, who are not competitors of General Tire dealers, in other markets.

Film Group Nominates Slate for Elections

SEVEN-MAN nominating committee of the National Television Film Council last week submitted to its membership a candidate slate for elections to be held Dec. 16 or 23, with the stipulation that an opposition list might be filed within 15 days. Nominees are: Melvin L. Gold, National Screen Service, president; John Schneider, Biow Co., executive vice president; Arche Mayers, United Television (retiring president of council), distribution vice president; Bert Hecht, Bill Sturm Studios, production vice president; Rod Rodner, WABC-TV New York, stations vice president; Jim Ellis Jr., Kudner Agency, agency vice president; John Berger Jr., *Radio-Tv Daily* and *Film Daily*, membership vice president; Sally Perle, Harry Lawrence Assoc., executive secretary; Sidney Mayers, Unity Television, general secretary, and Samual Spring, law firm of Spring & Eastman, treasurer.

'Match Girl' on Film

TV FILM version of Hans Christian Andersen's Christmas story, *The Little Match Girl*, has been completed and is being released by RCA Recorded Program Services, it was announced last week. The 30-minute show features a cast of more than 60 actors and dancers, plus a full symphony orchestra. Spokesmen said portions of the musical background are taken from Tchaikovsky's "Nutcracker Suite," which is in the public domain, and that original music composed for the film has been cleared for tv use, so that no license or performance fees are required.

Film Sales

TWO regional transaction highlight sales recently completed for *Your All-Star Theatre* tv film series, **John H. Mitchell,** vice president in charge of sales for **Screen Gems,** tv production and distribution subsidiary of Columbia Pictures Corp., announced last week. The series was purchased by **Standard Oil of Texas,** through **Dan White & Assoc.,** El Paso, in El Paso and Midland, Tex., and in Albuquerque, and by **Manor House Coffee,** Chicago, through **Earle Ludgin Adv.,** Chicago, in Peoria, Rockford and Green Bay. Other sales on *Your All-Star Theatre* were for showing in London, Ont., and Vancouver, B. C., and Rochester, York, Bakersfield, Baltimore, Fresno, Medford, Ore., Wheeling, W. Va., Columbus, Ga., and Charleston, S. C.

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General Baking Co., New York (Bond bread) has purchased quarter-hour *Linkletter and the Kids* for showing in 16 new markets: New York, Boston, Philadelphia, Washington, Kansas City, New Orleans, Louisville, Buffalo, Syracuse, Norfolk, Wheeling, Toledo, Indianapolis, Providence, New Haven and Richmond. Filmed by **John Guedel Productions** and distributed by **CBS-TV Film Sales,** the series has now been sold in 63 markets. Agency is BBDO.

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SERIES OF 60-second film commercials is being produced by **Sarra Inc.** for **Evinrude Motors** and claimed to be the first time use of tv advertising by an outdoor manufacturer on a national, widespread scale. First two commercials have been completed and another three are in production, with 10-second open ends for local dealer tie-ins. Agency is Cramer-Krasselt Co., Milwaukee.

Production

Stock Car Film Co., Chicago, has completed a series, *Stock Car Champions,* which is being offered to tv stations in 52-, 26- and 12-minute segments. Two basic half-hour units may be coupled to make a full hour program, and a half-hour unit may be cut to make two quarter-hour shows. Five commercial breaks are edited into half-hour units. Program features stock races from the Medley Speedway in Miami and already has been sold to two stations in Wisconsin, according to **Gerald Presson,** president of firm. Technique is to use tri-camera method allowing cameraman to follow races and obtain instantaneous closeups as they occur on track. Firm uses **Dagger Productions,** Chicago, as studio.

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Telle-Ad Co., San Gabriel, Calif., has been newly formed by **Bob Roderick** to produce live and animated film commercials in addition to family situation comedy half-hour tv film series, *Ten Plus Two.* Production on the series is scheduled for Feb. 1.

Random Shots

NEW color testing service designed to aid advertisers in showcasing their products for color-casting was announced last week by **Cascade Pictures,** Culver City, Calif. Advertisers will be able to see in advance how their products will look and allow them time to make changes prior to going before the camera for filming or live presentation. Test shots are made using various types of color negatives, with packages photographed under different lighting conditions and again with different backgrounds. When changes are indicated in design, package is again tested in color and monochrome to assure maximium effectiveness over both systems, the firm said.

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Pearson & Luce, S.F., tv film production firm, moves to 26 O'Farrell St.

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S. W. Caldwell Ltd., Toronto, has been appointed exclusive Canadian representative of **CBS Television Film Sales.**

Don't miss it!

With a 5-fold increase in power, WOWO

FORT WAYNE

will soon extend its signal to cover 20 additional counties — 1,700,000 more listeners!

Our new quarter-million-dollar transmitter—now almost completed—will provide blanket coverage of 69 counties in the great, rich Midwestern market. Full 50,000 watts will give WOWO greater intensity and clarity, too—greater value for advertisers—than ever before. Another example of Westinghouse's continuing faith in radio, yours for audience action.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales

ASCAP, TV STATIONS, NETWORKS SLATE PARLEY THIS WEEK ON MUSIC USE PLAN

Representatives of tv networks and stations will hold separate meetings with ASCAP spokesmen this week in an attempt to reach agreements for continued licensing of ASCAP music on tv.

WITH the end of the year 1953—and the concurrent end of ASCAP's blanket licenses for television—only a month away, negotiating committees representing tv stations and tv networks will meet with similar groups of ASCAP representatives this week in an attempt to reach agreements on terms that will permit the continued telecasting of ASCAP music.

It is anticipated that the network representatives will meet with an ASCAP delegation early this week following a two-month hiatus after earlier meetings had failed to show any signs of progress or even any indications of possible change from the present position of each side: the networks firmly insisting that they will accept new licenses only if the present terms are radically reduced, ASCAP maintaining with equal stubbornness that the present terms are the best it will offer.

The present blanket tv licenses call for payment of 3.025% of gross income by networks for the right to telecast ASCAP tunes, roughly 10% more than the network radio license rate. The three tv networks which accepted these licenses in 1949—ABC, CBS, NBC—contend tv's greater revenue is more than matched by its greater expenses, so that the percentage of gross amounts to a much larger part of the net income than is true with radio's music fees. Although DuMont did not take out an ASCAP license, a representative of this tv network has attended the negotiating sessions as an observer.

Wednesday Meet

Wednesday is the date when the All-Industry Local Tv Music License Committee will begin its discussions with ASCAP. This group, headed by Dwight W. Martin, vice president, General Teleradio, was authorized by the 1935 NARTB convention to negotiate music licenses for all U. S. tv broadcasters except the networks and their o&o stations. At the time of its formation four years ago, this committee's jurisdiction covered only per program licenses, but this past spring its scope was enlarged to include both types of music agreements. Attempts of the committee to work out suitable per program license terms were fruitless and in March 1951 ASCAP broke off negotiations and issued a unilateral per program license with such terms that it has not been accepted by a single tv station operator.

In July 1951, a group of more than 50 tv stations went into Federal court in New York, as provided for in the terms of the consent decree accepted by ASCAP 10 years earlier at the time of its break with radio, and asked the court to fix fair and reasonable fees for the use of music in television. Today, some 90 stations are parties to that petition and it is hoped that it will be heard before the end of the court calendar.

When the All-Industry Committee began negotiating with ASCAP in the winter of 1949-50, interim payments were set up for the continued use of music during negotiations, to be adjusted up or down when a scale finally was agreed upon. With the breakoff of these discussions, ASCAP also terminated these interim payments and since March 1951 has accepted no fees from non-licensed tv stations. The backlog of unpaid license fees since that time is growing constantly and could constitute a major problem itself at such time as fees are finally determined, either by negotiation or by the court.

To alleviate that problem, counsel for the tv litigants last week asked the court to hear argument this week on a request that interim fees be set. This request was made by the tv broadcasters in their original petition and by ASCAP in its reply, filed the following month, August 1951, but neither side has made any attempt to activate it until now.

Packager Brings Suit For Copyright Infringement

SUIT charging breach of contract and infringement of copyright has been filed in Los Angeles Superior Court against General Teleradio Inc.; Charles N. Stahl Adv. Agency; John Courcier, agency radio-tv director; Bill Murphy Motors, and Allied Show Business Inc., agency subsidiary. The plaintiff is Tommy MacLeod, Hollywood program packager and publicist.

Action involves the weekly quarter-hour *Red Sanders Show*, sponsored on KHJ-TV by the automobile firm. Mr. MacLeod charges that last year he took the program idea, featuring the UCLA coach, to the advertising agency. Then called *Red Sanders' Pigskin Clinic*, it was later sponsored by Owl Drugs, through the Stahl agency. This year, according to the suit, the same agency is using the format under a new title while failing to give the plaintiff his share in the profits. Claiming rights to a 50% interest, Mr. MacLeod is asking a total of $200,000, consisting of $150,000 for value destroyed and $50,000 for jeopardizing the program's sale to a network.

First Pay-Tv Service Begins in California

FIRST commercial subscription tv service was scheduled to begin Saturday night in Palm Springs, Calif.—but the whole plan is on a closed circuit basis and thus has no broadcast connotation.

Under the aegis of International Telemeter Corp., which operates a community television system in the California desert resort city, Paramount Pictures $1.25 million comedy feature. Price that is paid by televiewers desiring the feature through a 4x4x8-in. coin-box attachment to the television set was not known last week. International Telemeter Corp. is 50% owned by Paramount Pictures.

ITC feeds programs from Los Angeles' seven tv stations, giving Palm Springs homes, clubs and hotels a choice of three services on vhf channels 2, 4 and 5. The film showings, which run simultaneously with regular local film theatre showings and at the same "admission price," utilizes vhf ch. 6. On tuning to that channel, viewers are given an aural "pitch" for the picture but will see nothing but a hash of lines. A window in the coin-box tells the price and a magnetic tape inside the attachment registers the amount inserted and actuates an "on" mechanism when the correct sum is deposited. Installation of the coin-box involves a $20 fee.

Hired in a special capacity for the Palm Springs operation was Will Baltin, special consultant to the group of uhf tv stations which is advocating FCC authorization to use subscription tv on a broadcast basis. Mr. Baltin is former executive director of Television Broadcasters Assn. which merged with NARTB some years ago.

ITC's community television operation has been in existence for more than a year. It charges $150 for connections and $3 per month for service. There are 450 subscribers, it is understood.

SOA TO CONFER ON SUIT TONIGHT

Action against NARTB, BMI and others to be discussed at New York's Belmont Plaza.

SONGWRITERS of America, group that has gone to court in an attempt to dissolve NARTB, divorce BMI from broadcast industry ownership and, in the process, to collect $150 million for alleged damages [B•T, Nov. 16], has invited all writer members of ASCAP to "an important meeting of songwriters" at 8 p.m. tonight (Monday) in New York's Belmont Plaza Hotel.

Letter from John Jacob Loeb, SOA chairman, stated that "our esteemed attorney [John Schulman] will be present and there will be a full discussion of the action which was commenced recently on behalf of some 3,000 composers and authors against Broadcast Music Inc., various broadcasting and television companies, publishing companies and others for $150 million damages and an injunction."

The 33 writers who are plaintiffs in the suit are all ASCAP members, but Mr. Loeb said that their legal action was taken solely on behalf of writers and had no connection with ASCAP, whose membership includes publishers as well as writers. However, the name of Stanley Adams, ASCAP president, is prominent in the list of members of the SOA steering committee printed on the letterhead carrying Mr. Loeb's meeting call.

Complaint filed in the Federal Court in New York by SOA asks for payment to some "3,000 professional authors and composers of music" who are said to have been injured by the allegedly illegal acts of the suit's defendants. Presumably tonight's meeting was called to elicit their interest in the action.

The SOA complaint called for an answer from the defendants within 20 days of the time of service on them, which would be early this week. Industry attorneys said that an extension would be sought to permit more time for the preparation of their answers, which they said probably would not be completed until after the beginning of 1954.

Negro Dramatic Serials

AVAILABILITY of four Negro dramatic series as a block-program, one hour package, has been announced by Robert LeShufy, vice president of Negro Radio Stories, New York. The four shows are being offered to radio stations in areas with large Negro populations as well as to national advertisers seeking to reach city-by-city Negro marketing areas throughout the country.

MORE COVERAGE ! MORE POWER !

Truly an Area Station!

WJIM-TV

Channel 6

Lansing, Michigan

NOW IN OPERATION -
...new 600 ft. tower
...power increase from 19 kw to 31 kw

H-R TELEVISION, INC.

RADIO NEWSREEL

WGAR Cleveland's *Mayor of the Morning* will carry spot announcements by Wagenman Paint Co. for 52 weeks. At signing are (l to r): seated, Bill Mayer, m.c., and Asa Shiverick Jr., Wagenman pres.; standing, Wally Carr, Wagenman v.p., and Don Hyde, WGAR sls.

KMPC Hollywood completes agreement with Ideal Mortgage Co. to carry 3,468 spot announcements over a year. L to r, seated, Robert Bergman, Ideal pres., and Robert O. Reynolds, KMPC, v.p.-gen. mgr.; standing, Charles Ganz, pres., Smith & Ganz Inc. Adv., and Gordon Uhri, KMPC acct. exec.

WTTH Port Huron, Mich., morning news show is renewed for 52 weeks by Citizens Federal Savings & Loan Assn. L to r, seated, Bert D. Wright, Citizens exec. v.p., and Gaylord Forbes, WTTH coml. mgr.; standing, Dick Sommerville, prog. dir., and Jim Sterling, newscaster, both WTTH.

GOLDEN YEAR awards made jointly by Sertoma Club-Chamber of Commerce to Hollywood radio industry go to (l to r): Chet Lauck, "Lum" of ABC Radio's *Lum & Abner;* Francis Conrad, ABC western div. radio dir.; Amos Baron, mgr., KECA Hollywood, and Norris Goff, "Abner." Other radio networks and local stations receiving awards: CBS, NBC, MBS-Don Lee, KNX, KGFJ, KBIG, KFI, KMPC, KFWB, KHJ, KFVD and KLAC.

FCC SETS OWNERSHIP LIMITS: TELEVISION 5; AM, FM EACH 7

Commission sticks to its policy of the past, with the exception that the fm limit is raised by one to come even with am. At the same time, FCC gives new emphasis on minority interests. Uhf-vhf differential plan shelved for now.

AFTER pending before FCC for more than five years, the controversial multiple ownership case was settled by the Commission last week in a final decision which (1) limits tv station interests to five for the same person or firm, (2) fixes seven as the am maximum and (3) boosts the fm maximum from six to seven, matching am.

Limitations apply not only to stockholders, but also to directors and officers, FCC said.

Existing licensees and persons now holding more than the limit set by the new rules, to become effective 30 days after publication in the *Federal Register,* will be given three years to divest themselves of their excess interests.

Throwing over earlier plans to allow minority holdings in additional stations on a graduated scale basis, the Commission majority voted that a minority interest is equal to controlling interest for the purpose of counting the limit.

FCC explained that the "influence" which may be exerted over a station by the minority stockholder is a variable and hard-to-determine factor.

The new ruling, not applicable to noncommercial educational fm or tv stations, was taken by the full Commission on Wednesday and announced early Friday. Comr. Frieda B. Hennock concurred in part and dissented in part.

A "grandfather clause" is contained in the new rule which allows a pending tv applicant such as CBS, which has full ownership of three tv stations and minority holdings in two others, to continue in hearing on its bids for additional stations if it asks waiver. But should a grant be made for the sixth interest, one of the existing holdings would have to be dropped.

Full Quota Applicants Not Affected

This waiver, however, does not apply to pending applicants who already have their quota of full ownerships. Concurrently, FCC dismissed Storer Broadcasting Co.'s bid for vhf ch. 10 at Miami since Storer already is licensee of five tv outlets:

Show cause orders also were issued to CBS and J. Elroy McCaw concerning disposition of standard station interests in excess of the new limits. CBS owns six am stations and has minority holdings in three others, FCC indicated, while Mr. McCaw has interests in eight am outlets. They will have three years to effect the changes.

How many others might be affected by the new rules, FCC was not ready to estimate at this early date.

In explanation of the changed emphasis on minority interest, FCC's public notice said:

Because the holder of a small interest in many cases may exert a considerable influence on the station's operations and because of the difficulty of determining from the face of the application what the extent of the influence will be, it was determined, in view of the diversification policy, that no distinction be made between minority (noncontrolling) interests and majority or controlling interests.

The limit of seven for am "was fixed in view of the expansion that has been achieved within the framework of that limitation and to avoid undue disruption of present holdings. The few parties having interests in excess of seven am stations will be issued orders to show cause why they should not divest themselves of their excess holdings within a period of three years."

Heretofore, the am limit has been seven only by precedent, not by law.

The quota of fm holdings was increased from the present ceiling of six to seven, the same as am, since FCC felt it was "desirable to have the same figure for fm because of the two services' inter-relationship and the present status of fm's growth."

Television Limit

The Commission's notice explained the limit of five for television was retained "because it has proven practicable and desirable."

"The question of whether a distinction should be made in this field between uhf and vhf was deferred to an over-all uhf study," the notice stated. FCC for some weeks has had under consideration the post-thaw "progress" of uhf and vhf stations, having sent questionnaires to both stations and networks [B•T, Sept. 28]. Network affiliation policies and practices also are in issue.

FCC pointed out that in applying the provisions of the new rule to corporations having more than 50 stockholders, "only those stockholders need be considered who are officers or directors or who own 1% or more of the outstanding voting stock."

No changes were made in the "duopoly" or overlap provisions of the rules "because recent developments, particularly in tv, compel reconsideration of this question," the Commission said.

Comr. Hennock concurred in the majority's action limiting multiple ownership in am and fm to seven and tv to five. She dissented over FCC's failure at this time to adopt specific provisions governing overlap situations and the "failure to provide a definite geographic limitation on the number of stations in which a person may hold an interest."

She further objected to the waiver made possible for tv applicants having minority holdings in up to five outlets who may continue in hearing if they divest themselves of excess interests after grant.

FCC noted there were numerous objections to the amendments originally proposed to the rules in August 1948, but that these fall generally into two categories.

Authority Challenged

"The first group," the Commission said, "challenges the authority of the Commission to adopt rules of general applicability dealing with the subject of multiple ownership of broadcast stations, while the second group objects to specific provisions of the proposed amendments."

The decision detailed precedents in the Communications Act, the courts and general ad-

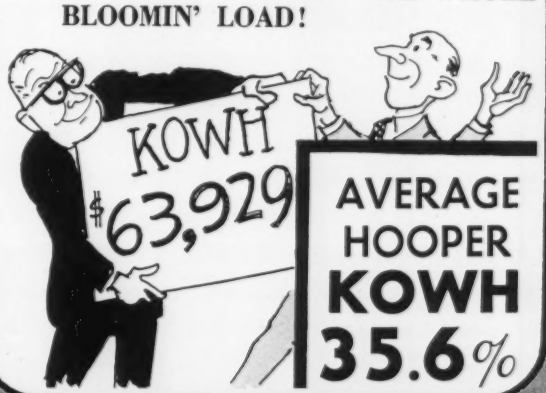
NOW YOGERT & WHEY

had the final say
On the placement for Zilch's SPARKIT,

And no one could complain
about the campaign
Laid out for the Omaha market,

It was brilliant and thrifty, and really a nifty -
Done in the most modern mode . . .

You can bet your last buck that it just
wasn't luck
That KOWH CARRIED THE WHOLE
BLOOMIN' LOAD!



Moral

EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru October, 1953.)
- *Largest share of audience,* of any independent station in America! (Oct., 1953.)

Kowh
OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

Great strides are continually being made in farm progress, as evidenced by the new Corn Picker and Sheller shown at the Show.

How WLS Serve Fa

... and Wh It

75,000 Midwestern farm people . . . by conservative estimate of the Highway Police Patrol . . . attended the first Annual Farm Progress Show sponsored by WLS and held near Armstrong, Illinois on October 2, 1953.

They came by auto . . . 10,000 cars. They came by airplane . . . 165 privately owned planes. They came by train and bus. They came to see; to listen; to learn. They came because they knew WLS could be depended upon to show them the newest developments in farm and home equipment . . . 144 such exhibitors; the latest in crop production de-

Clear Channel Home of the National Barn Dance

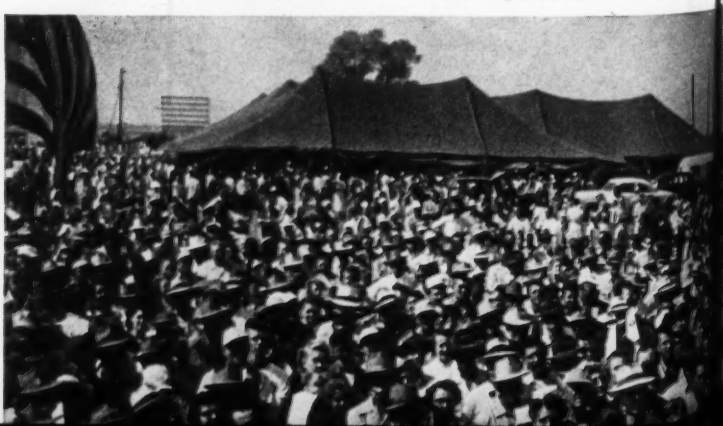
890 Kilocycles—50,000 Watts—ABC Network

Represented by John Blair and Company

ABOVE: Actual demonstrations showed interested spectators the greater yield resulting from scientific soil treatment.

BELOW: Winners of Land Judging Contest, which was one of many competitive events held at the WLS Farm Progress Show.

Thousands of enthusiastic listeners had a chance to see as well as hear their favorite WLS Stars at the WLS Farm Progress Show.



Farm Listeners

It Holds Them!

velopments and the entertainment which they enjoy most and listen to regularly.

The crowd, vast as it was, represented only a small percentage of the Midwestern farm people who consistently depend on WLS for news, information, helpful service and entertainment. They can be reached more effectively and more economically through WLS than through any other single source. May we show you the figures?

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

New plowing equipment which attracted much attention from midwestern farmers at the WLS Farm Progress Show.

ABOVE: Winners of Tractor Driving Contest, who demonstrated their skill by most effectively maneuvering their machines.

BELOW: Martha Crane, WLS Home Maker, interviewing housewives as she broadcast her program from the WLS Farm Progress Show.

XUM

Text of New Multiple Ownership Rules for Am, Fm and Tv Stations

THIS is the text of the new multiple ownership rules for am, fm and tv stations as adopted by FCC last week and to become effective 30 days after publication in the *Federal Register*

(Full text of the majority's conclusions, as well as the partial concurrence-dissent by Comr. Frieda B. Hennock, will be published in FOR THE RECORD in next week's issue of B•T.)

Sec. 3.35 *Multiple Ownership*—**No license for a standard broadcast station shall be granted to any party (including all parties under common control[12]) if**

(1) such party directly or indirectly owns, operates or controls another standard broadcast station, a substantial portion of whose primary service area would receive primary service from the station in question, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other standard broadcast station if the grant of such license would result in a concentration of control of standard broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of areas served, the number of people served, classes of station involved and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than seven standard broadcast stations.[12a]

Sec. 3.240 *Multiple Ownership*—**No license for an fm broadcast station shall be granted to any party (including all parties under common control[13]) if**

(1) such party directly or indirectly owns, operates, or controls another fm broadcast station which serves substantially the same service area; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other fm broadcast station if the grant of such license would result in a concentration of control of fm broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of areas served, the number of people served, classes of stations involved, and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than seven fm broadcast stations.[13a]

Sec. 3.636 *Multiple Ownership*—**(a) No license for a television broadcast station shall be granted to any party (including all parties under common control[9]) if**

(1) such party directly or indirectly owns, operates, or controls another television broadcast station which serves substantially the same area; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other television broadcast station if the grant of such license would result in concentration of control of television broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of areas served, the number of people served, and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than five television broadcast stations.[9a]

(b) Paragraph (a) of this section is not applicable to noncommercial educational stations.

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[12] The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

[12a] In applying the foregoing provisions to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

[13] The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

[13a] In applying the foregoing provisions to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

[9] The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

[9a] In applying the provisions of paragraph (a) of this section to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

ministrative law supporting FCC's right to promulgate general rules.

"One of the basic underlying considerations in the enactment of the Communications Act," the decision stated, "was the desire to effectuate the policy against the monopolization of broadcast facilities and the preservation of our broadcasting system on a free competitive basis . . . This Commission has consistently adhered to the principle of 'diversification' in order to implement the Congressional policy against monopoly and in order to preserve competition.

"That principle requires a limitation on the number of broadcast stations which may be licensed to any person or persons under common control. It is our view that the operation of broadcast stations by a large group of diversified licensees will better serve the public interest than the operation of broadcast stations by a small and limited group of licensees.

"The vitality of our system of broadcasting depends in large part on the introduction into this field of licensees who are prepared and qualified to serve the varied and divergent needs of the public for radio service."

Purpose of Rules

The decision indicated that "simply stated," this means "the fundamental purpose of this facet of the multiple ownership rules is to promote the diversification of ownership in order to maximize diversification of program and service viewpoints as well as to prevent any undue concentration of economic power contrary to the public interest."

Suggestions to limit ownership on the basis of such factors as class of station or geographical location were termed "either unsatisfactory or unworkable."

Any formula which FCC might consider reasonable on such basis "would require extensive divestment of holdings by existing licensees" and "would be unduly disruptive."

FCC also gave up earlier proposals to consider two minority holdings equal to one full interest for the purpose of the maximum limitations.

"It is our conclusion," FCC said, "that the principle of diversification and the realities of the situation require that no distinction be made between a minority non-controlling interest and a full or controlling one. While the holder of a small interest in many instances may have slight influence on the operation of the station in question, it is also true that such a person can exert a considerable influence—to an extent clearly within the objectives and purview of the described diversification policy."

Relevant Factors

FCC set forth these relevant factors:

(1) There may not be a correlation between the size of the minority holding and the extent of the influence wielded. (2) It is impossible to determine on the face of the application what the influence of the multiple owner will be; indeed, it may be difficult or incapable of definite ascertainment even in a subsequent hearing. (3) In the case of the holder who has interested himself in numerous stations, there is a good probability that because he is so actively engaged in the broadcast field, his influence will tend to be a positive or substantial one.

The decision noted objections were raised to the consideration of officers and directors who are not stockholders at all. "Such objections, however," FCC said, "ignore the practical realities of business organization and control, particularly in the case of corporations."

FCC cited the argument that the tv station limitation should be the same as am "since tv operations now need to be buttressed by the profits of the am operation while the latter [am] may need such service from the former in the future."

On Profitable Basis

The Commission pointed out "the period when television operations were largely supported by am profits has passed, and television stations, by and large, are either now operating at a profit or can reasonably look forward to such operations in the future. . . . In the absence of circumstances which we do not now foresee, we believe that the policy of diversification requires the adoption of the five station limitation" in television.

In its separate orders to CBS and Mr. McCaw respecting their am station holdings, the Commission quoted the following from its decision:

. . . only a very few parties have holdings in excess of seven. As to these latter few, orders to show cause why they should not divest themselves of so much of their holdings as is necessary to bring about conformity with the subject rule, will be issued. Decision as to whether or not divestment will be required will be made on the basis of the arguments adduced and the factors involved in each case.

Each was ordered to show cause in written reply by Dec. 31 "why it should not, within a period of three years from the release date of this order (Nov. 27), make such divestment of its present holdings as to bring them into conformity with the seven station limitation."

CBS' am stations owned outright include

You know what a sensation Fulton Lewis, Jr.'s co-op radio program has been...

▶ 14 MILLION RADIO LISTENERS
▶ 520 RADIO STATIONS
▶ 752 LOCAL CO-OP SPONSORS

NOW...this supercharged personality is on TV for the first time with a weekly fifteen-minute program that's unique in format and viewer appeal. The Fulton Lewis, Jr. Show is not a news program that rehashes stale events. It's a behind the headlines report of eyewitness facts by people who *know*... and who tell all.

The Fulton Lewis, Jr. Show is filmed each Friday morning in Washington, D. C. It's processed in special high-speed newsreel labs and rushed air-express to TV stations the same day for telecast far ahead of the headlines.

Here's a program that's unique in every sense of the word. It's forceful...it's fascinating...it's a real rating builder... a pre-proved sales booster for any local sponsor. Act fast to skim the cream off what will undoubtedly be the fastest audience snatcher on any local TV Station. The Fulton Lewis, Jr. Show will be ready January 8...but we urge you to get in touch with UTP TODAY.

UNITED TELEVISION PROGRAMS INC.

WCBS New York, KCBS San Francisco, KNX Los Angeles, KMOX St. Louis, WBBM Chicago and WEEI Boston. The network also holds 45% interest in WTOP Washington and KQV Pittsburgh and 47% in WCCO Minneapolis. Two of the minority holdings probably would be dropped, it was indicated.

Mr. McCaw's am interests, FCC reported, include KPOA Honolulu; KILA Hilo, Hawaii; KYA San Francisco; KORC Mineral Wells, Tex.; KALE Richland, Wash.; KYAK Yakima, Wash.; KLZ Denver and KELA Centralia, Wash. He also is part owner of KONA (TV) Honolulu and KLZ-TV Denver.

Mr. McCaw and associates also have purchased WINS New York, if FCC consents.

CBS' television holdings include WCBS-TV New York, WBBM-TV Chicago and KNXT (TV) Los Angeles. As in am, it has minority holdings in WTOP-TV Washington and WCCO-TV Minneapolis.

Pending television applications affected by the "grandfather" waiver clause include KMOX St. Louis for vhf ch. 11 and WEEI Boston for vhf ch. 5. KQV Pittsburgh (owned 45% by CBS) seeks Irwin vhf ch. 4 at White Oak Burrough, Pa.

FCC dismissed Storer Broadcasting Co's bid for vhf ch. 10 at Miami since the firm already has full ownership of five tv stations.

Storer operates WSPD-TV Toledo, WJBK-TV Detroit, WAGA-TV Atlanta, KEYL (TV) San Antonio and WBRC-TV Birmingham. In addition to companion am stations in these same cities, Storer also owns WGBS Miami and WWVA Wheeling.

NBC already has its total of five tv stations: WNBT (TV) New York, WNBW (TV) Washington, WNBQ (TV) Chicago, WNBK (TV) Cleveland and KNBH (TV) Los Angeles. NBC also has companion am stations in those cities.

DuMont now owns WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. It could add two more.

ABC already holds the full component of five tv stations: WABC-TV New York, WBKB (TV) Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles and KGO-TV San Francisco. Each has an am companion.

Crosley Broadcasting Corp., already operator of four tv stations, in early November dismissed its application for vhf ch. 11 at Toledo but retains its vhf ch. 8 bid at Indianapolis. Crosley owns WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton and WLWA (TV) Atlanta. Crosley also owns am stations WLW Cincinnati and WINS New York, but proposes to sell WINS to Mr. McCaw and associates [B•T, Nov. 23].

General Teleradio Inc., the radio-tv subsidiary of General Tire and Rubber Co., which also controls MBS, has its limit of seven am stations: WOR New York, WNAC Boston, WEAN Providence, WONS Hartford, KFRC San Francisco, KHJ Los Angeles and KGB San Diego. It has three tv stations: WOR-TV, WNAC-TV and KHJ-TV. WONS is permittee of uhf ch. 18 at Hartford with the *Hartford Times*' WTHT to acquire 45% interest [B•T, Oct. 26]. WTHT would be sold.

Empire Coil Co. has five outlets, all uhf: WXEL (TV) Cleveland; KPTV (TV) Portland, Ore.; KCTY (TV) Kansas City; KDEN (TV) Denver, and WNES (TV) Indianapolis.

The Frank C. Carman, David G. Smith and Grant Wrathall group holds interests in seven different tv outlets, but no one person has stock in more than five outlets. Stations included are: KTVI (TV) Boise, KWIK-TV Pocatello, KLIX-TV Twin Falls, KIFI-TV Idaho Falls, all Idaho; KUTV (TV) Salt Lake City, and KOPR-TV Butte, Mont. Mr. Wrathall has 50% of KICU (TV) Salinas, Calif.

PROMINENT politician and seasoned broadcaster are hard at work here checking over a speech which Adlai Stevenson (l) delivered last week before the Georgia state legislature. J. Leonard Reinsch, the broadcaster, is managing director of Cox radio and tv properties.

Territorial Class II Grants Seen on Clears

ON THE HEELS of its ruling to allow assignment of Class II stations up to 50 kw on Mexican clear channels in the U. S. territories [B•T, Nov. 9, Sept. 14], FCC last week announced proposed rule-making to allow similar territory assignments on U. S. clear channels.

Proposing to amend Sec. 3.25 of its rules, the Commission explained that "the purpose of this amendment is to make the frequencies concerned available for assignment in Alaska, Hawaii, Virgin Islands and Puerto Rico in the same manner in which they are presently being used, or may be used, in other countries of the North American region that are closer to the continental United States" than are these U. S. territories.

For example, heretofore a Class II station could not be assigned on a U. S. clear channel in Alaska but such a secondary station could be built in Canada if it were 650 miles from the U. S. border.

Comments are due on the proposed amendment by Jan. 15, with replies thereto 10 days later. The proposed amendment reads:

3.25 Clear Channels: Class I and II stations. The frequencies in the following tabulations are designated as clear channels and assigned for use by the classes of stations given:

(a) To each of the channels below there will be assigned one Class I station and there may be assigned one or more Class II stations within the continental limits of the United States operating limited time or daytime only: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200, 1210 kc.

There also may be assigned to these frequencies Class II stations operating unlimited time in Alaska, Hawaii, Virgin Islands and Puerto Rico which will not deliver over 5 microvolts per meter groundwave day or night or 25 microvolts per meter 10% time skywave at night at any point within the continental limits of the United States. The power of the Class I stations on these channels shall not be less than 50 kw.

Propose Tv Grant to WNOP For Cincinnati Uhf Ch. 74

INITIAL decision proposing to grant Cincinnati's uhf ch. 74 to nearby WNOP Newport, Ky., was issued last week by FCC Hearing Examiner Annie Neal Huntting.

The ruling was made possible by the withdrawal a fortnight ago of a competitive ch. 74 application by Gordon Broadcasting Co., operator of WSAI Cincinnati. The Ohio River separates Newport from the Queen City. WNOP is headed by James G. Lang, president and 52.3% owner.

President's Group Urges Pre-Hearings

STRONG recommendation that all government administrative agencies follow the lead of the FCC and require pre-hearing conferences was adopted by the President's Conference on Administrative Procedure, which met for two days in Washington last week.

The conference also adopted a recommendation that an Office of Administrative Procedure be established in the Department of Justice.

Report on pre-hearing conferences was made by a special committee headed by FCC Commissioner John C. Doerfer. Among its members was J. D. Bond, FCC hearing examiner.

In essence, Comr. Doerfer's committee recommended, and the Conference unanimously adopted, that a pre-trial hearing be held before any administrative hearing begins to clarify the following: (1) simplification of the issues, (2) amendments, (3) stipulations, (4) limitation on number of expert witnesses, (5) other matters to aid in the "speedy" determination of the hearing. It also suggested that hearing officers be given authority to keep hearing length and issues to a minimum.

Although the final report of the Conference is not binding on any government agency, its recommendations will carry weight, it is understood. Its purpose was to work out methods of decreasing the length, expense and record of administrative hearings and court appeals [B•T, May 4 et seq.].

Seek FCC Approval For KRMG Tulsa Sale

APPLICATION for approval of the sale of KRMG Tulsa from Kerr-McGee interests to the Altus (Okla.) *Times-Democrat* for $305,000 was filed with the FCC last week. The Altus newspaper owns 50% of KWHW Altus, and in turn is owned by the Wimberly family, who also own the remaining stock in the radio station.

The four-year-old Tulsa radio station is being relinquished by Sen. Robert E. Kerr and D. A. McGee because of their association with KVOO Tulsa principals in the Tulsa vhf ch. 2 application of Central Plains Enterprises Inc. KVOO is owned by W. G. Skelly. KRMG operates on 740 kc with 50 kw daytime and 25 kw nighttime. Sen. Kerr and family own more than 60%; Mr. McGee 15% of KRMG. Sen. Kerr and family also own 72%, and Mr. McGee 15% of WEEK-AM-TV Peoria, Ill. Messrs. Kerr and McGee own 50% and Mr. Skelly the other 50% of Central Plains.

In an Oct. 31, 1953 balance sheet, filed with the license transfer application, KRMG showed total current assets of $45,360.53 out of total assets of $355,584.96. Current liabilities were $10,583.43 and a deficit of $158,178.47 also was shown. Initial investment was listed as $409,073.96, with replacement value put in excess of $300,000.

A new company, Western Broadcasting Co., wholly owned by *Altus Times-Democrat*, has been formed to take over the license of KRMG. Principals in the Altus newspaper are former Federal Power Commissioner Harrington Wimberly and Frank E. Wimberly, president and general manager of KWHW. The 250-w Altus station (on 1450 kc) is carried on the newspaper's books at $7,500 for half interest.

Application declared that no change is contemplated in present personnel. KRMG is managed by Frank S. Lane.

Ridin' High.... in the Fabulous Southwest

More TV viewers in El Paso look up to KROD-TV and look at KROD-TV programs than any other station in the Southwest.

KROD-TV has the highest and the finest transmitter location in the Southwest – 1,585 feet above downtown El Paso.

KROD-TV has been operating on full power — 56,300 watts — since August 1st.

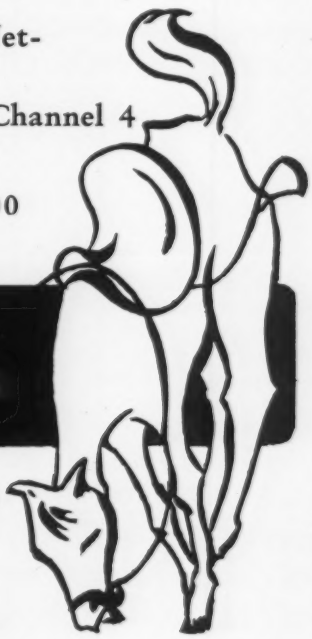
KROD-TV has wider coverage than any other TV station in the Southwest.

KROD-TV carries top-rated CBS, DuMont, ABC Network shows plus unrivalled local programs.

Add E.P.* to the above and You'll Sell *More* on Channel 4

*E.P. means Effective Promotion.

KROD-TV is affiliated with KROD (600-CBS-5000 watts) and the El Paso Times.



KROD-TV **CHANNEL 4** **EL PASO, TEXAS**

RODERICK BROADCASTING CORPORATION

Dorrance D. Roderick
Chairman of the Board

Val Lawrence
Pres. & Gen. Mgr.

Dick Watts
Gen. Sales Mgr.

The BRANHAM Co. • **National Representative**

There's a New Sound

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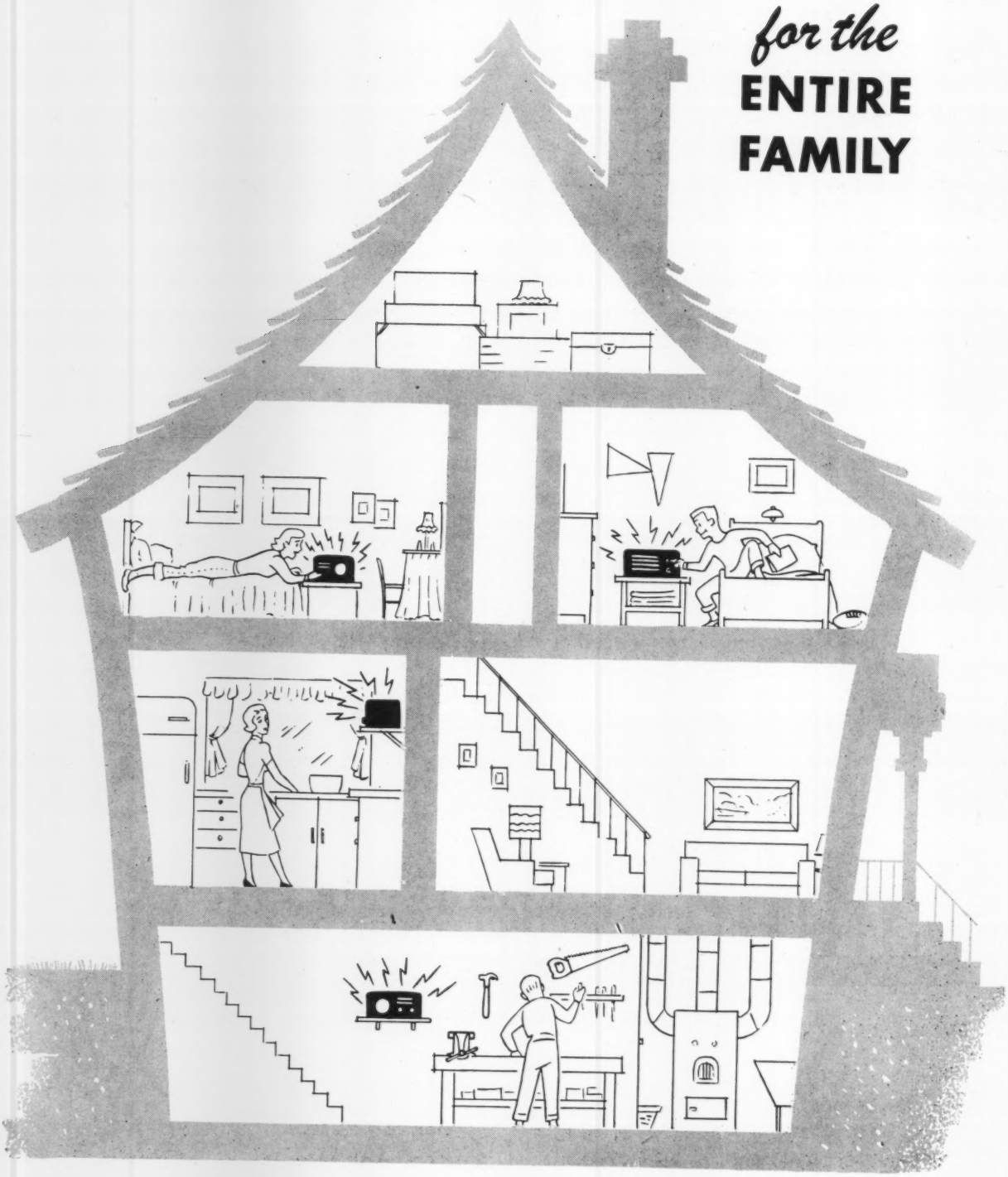

in Chicago Radio

And of course it's coming from Station WMAQ, for more than 30 years the leader in Chicago and Middle West broadcasting. Once again this radio pioneer is showing why millions of Midwesterners turn to 6-7-0 on the dial for Quality Programming, Quality Entertainment and Quality Service.

New Personalities . . .

- Howard Miller, often called number one disc jockey in the nation, now is a member of the WMAQ staff of disc emcees which also includes Charles Chan, Henry Cooke, John Holtman, Wed Howard, Jim Lowe and Dick Noble.
- "Uncle" Johnny Coons, top-rated local daytime television personality, now is featured in a new radio series for youngsters.

New Programs . . .

- "Mission, Secret," a WMAQ-produced evening suspense serial drama.
- "Three-Star Final," a nightly roundup of weather, news and sports by Clint Youle, Jim Hurlbut and Norm Barry.
- "Point Blank," a straight-from-the-shoulder commentary by Nancy Terry on people and events.
- "Bill Bailey Show," daily presenting the new national favorite — country music.
- "Musical Adventures," Norman Ross, Jr., with recorded action music for children.

New Services . . .

- Chicago school families now hear an item of special interest for them at the same time every weekday morning. More similar listener services soon will be scheduled.

All fitting additions to a Quality Schedule designed for a Quality Audience to do Quality Selling for Quality Advertisers. A schedule that continues to present other outstanding entertainment features. A schedule that continues to present top reporters in newscasts each individually written by a news staff that has won more awards than any other Chicago radio station.

Yes, THERE'S A NEW SOUND IN CHICAGO RADIO — once again proving to listeners and advertisers that

the QUALITY STATION in Chicago Radio is . . .

NBC RADIO

Represented by NBC Spot Sales

Quality Programming
Quality Service
Quality Audience

WMAQ
CHICAGO

Newhouses Acquire 50% KOIN-AM-FM-TV

Five other transferals are approved by FCC. Also in Newhouses' agreement was the dropping of a bid for Portland's vhf ch. 6.

TRANSFERS of stations were approved in six instances by the FCC last week, including the assumption of 50% ownership of KOIN-AM-FM-TV Portland, Ore., by Samuel I. Newhouse Jr. *(Portland Oregonian)* and wife.

As part of the agreement for dropping its application for Portland's vhf ch. 6—which went to KOIN—the Newhouses were given an option to purchase 50% of Mt. Hood Radio & Television Broadcasting Co., licensee of the KOIN stations. Purchase price was $100,000 plus the amount received from the sale of KGW-AM-FM Portland, which had to be disposed under the Commission's duopoly regulation before the Newhouses could exercise their option.

The KGW stations were bought by KING-AM-TV Seattle (40%) and other North Pacific Television Inc. principals for $500,000 last month [B•T, Oct. 23]. North Pacific is a tv applicant for Portland's vhf ch. 8. Theodore R. Gamble and associates retain the other 50% of the KOIN stations.

Also approved by the FCC last week were the transfers of KUGN-AM-FM Eugene, Ore. and KIHR Hood River, Ore. Control of the KUGN stations was transferred from C. H. Fisher to his son C. O. Fisher for a consideration of approximately $85,896. This was part of a requirement when the Commission granted vhf ch. 13 to Eugene Television Inc., which is one-third owned by C. H. Fisher. Eugene Television also includes as one-third owner Lee Bishop and associates (KORE Eugene). KIHR, owned jointly by C. H. and C. O. Fisher was assigned to the elder Fisher by his son for a credit of approximately $15,985 covering part of the purchase price of the Eugene stations.

In other actions, the FCC granted transfer of control of WDEC Americus, Ga., from W. G. Pearlman and associates to John E. Gilstrap Jr. and associates for $32,000; acquisition of positive control of WPCF Panama City, Fla., by E. L. DuKate for a consideration of $28,405; transfer of control of Hutchinson Publishing Co., to John P. Harris and family for a consideration of $20,160. Hutchinson Publishing Co. owns KIUL Garden City, Kan.

KROD-AM-TV Transfer Filed

APPLICATION for the transfer of KROD-AM-TV El Paso, by Roderick Broadcasting Corp. to El Paso Times Inc. for $1,450,000 was filed last week with the FCC.

Purpose of the sale is to consolidate the business interests of Dorrence D. Roderick and his family who own more than 75% of KROD and of the *El Paso Times*. Sale price is an inter-corporate transaction.

Fm Changes Announced

ADDITION of Class B fm ch. 239 to DeLand, Fla., deleting it from Lakeland, was announced Nov. 25 by the FCC. Other changes: Add ch. 250 to Huntsville, Ala.; delete 250 from Birmingham and ch. 251 from Chattanooga, Tenn.

Airway Moved

IT ISN'T often that the CAA moves an airway to accommodate a tv tower, but for the second time this year one has been moved.

With the approval of the New York regional and the Washington airspace subcommittees, the CAA has agreed to move Blue Airway 20 west approximately three-tenths of a mile at the tower site so WCAU-TV Philadelphia can build a 1,000-ft tower in the northwest section of Philadelphia. Action was taken at the Oct. 29 meeting of the Washington airspace subcommittee. WCAU-TV, which has a CP to go to maximum 316 kw for its vhf ch. 10 operation, filed an application to modify the grant for the 1,000-ft. tower Nov. 12.

Earlier this year, the CAA and the regional and Washington airspace subcommittees approved a change in an airway in order to permit the establishment of a tv tower "farm" northwest of North Miami Beach serving the Miami area.

In both cases, no changes in minimum instrument altitudes or present aviation procedures were affected.

Sonnenborn Sells KLAC-TV To Copley Press Inc.

APPLICATION for transfer of KLAC-TV Hollywood by Mrs. Dorothy Schiff Sonnenborn, publisher of the *New York Times* to Copley Press Inc. was sent to the FCC last week [B•T, Nov. 16].

Purchase price of $1,375,000 covers fixed assets, including the Mt. Wilson transmitter building equipment and the 1000 Cahuenga Blvd. studio-executive office building with equipment, on long-term leased land. No real estate is involved. The sale does not include KLAC, am station, which Mrs. Sonnenborn will retain. Both stations are currently operated by her son, M. H. Hall.

Negotiations for the change in ownership had been under way six weeks and were concluded Nov. 20, with Blackburn-Hamilton Co. as broker. Besides James Copley, chairman of Copley Press, and Jack Heintz, vice president and general manager of KSDO San Diego, participants in the transaction were John P. Hearne, attorney for Mrs. Sonnenborn and Mr. Hall, and the law firm of O'Melveny & Myers, representing the buyers.

Under the agreement KLAC is to move to other quarters within six months of FCC approval of the sale. KLAC-TV will remain at the Cahuenga Blvd. address.

Change of call letters will be requested by the new owners of the ch. 13 outlet. Mr. Heintz will become general manager of the tv station, it is understood. Copley Press publishes 15 newspapers in Illinois and Southern California, including the *San Diego Union*, which has an interest in KSDO.

WHBF-TV 'Time' Bid Fails

WHBF-TV Benton Harbor, Mich., was advised last week by the FCC that its application for additional time to build could not be granted on the basis of information at hand. The station was given an opportunity to reply. *Benton Harbor News-Palladium* station received a uhf ch. 42 grant last February. This is one of the first "get tough" moves made by the FCC since it issued a policy notice two weeks ago regarding tv grantees who ask for extension of CPs [B•T, Nov. 23].

TV DROPOUTS EASE COMPETITIVE CASES

KONO San Antonio and Bexar County Television Corp. drop ch. 12 bids, then re-apply as Mission Broadcasting Co. with KONO chief owner and Bexar principals as minority stockholders. Competitor is KTSA.

THE THREE vhf ch. 12 contestants at San Antonio, Tex., were reduced to two last week as two of the applicants merged into a single bid.

KONO San Antonio and Bexar County Television Corp. both dropped their ch. 12 bids, but a new application under the name of Mission Broadcasting Co. was tendered, chiefly owned by KONO but including Bexar principals as minority stockholders. Ch. 12 competitor remains KTSA San Antonio.

At Richmond, Va., the vhf ch. 12 triangle there has been reduced to two contestants as Larus & Bro.'s WRVA dismissed its bid and acquires 60% interest in Richmond Television Corp., whose original 45 stockholders will retain the other 40% holding. Also seeking ch. 12 there is WRNL, owned by Richmond Newspapers Inc.

Uhf ch. 29 at Richmond became unopposed last week for Winston-Salem Broadcasting Co. (WTOB-AM-TV Winston-Salem, N. C.) upon withdrawal of Dixie Television Corp.

David Haber, operator of WFEC Miami, gave up his vhf ch. 10 bid there leaving four applicants for the channel: WKAT Miami Beach, L. B. Wilson Inc. (WCKY Cincinnati), North Dade Video Inc. and Public Service Television Inc. (National Airlines). Storer Broadcasting Co.'s (WGBS) bid was dismissed by FCC concurrent to issuance of the new multiple ownership rules (story page 44).

KBON Omaha dropped its vhf ch. 7 bid, leaving in competition KFAB and the Herald Corp., Omaha.

WPIC Sharon, Pa., gave up its uhf ch. 39 application, leaving unopposed the ch. 39 bid of Leonard Shafitz.

Vhf ch. 10 triangle at Norfolk, Va., was reduced to a two-way contest as WNOR Norfolk withdrew leaving Chesapeake Services Inc. and Beachview Broadcasting Corp.

WLOF Orlando, Fla., gave up its original ch. 9 application, but WLOF's new owners, Joseph L. Brechner and associates (WGAY Silver Spring, Md.) refiled in the name of Mid-Florida Tv Corp. Other ch. 9 contestants are WHOO and WORZ Orlando.

Charles H. Gurney, whose uhf ch. 16 application at Waterloo, Iowa, was left unopposed several weeks ago upon withdrawal of a competing bid by L. E. Kelly, dismissed his own bid last week. Ch. 16 now is open there.

Brazy Granted New Fm

NEW Class B fm station on 97.1 mc has been granted by the FCC to Nicholas M. Brazy, Glendale, Calif. The station will operate with 58 kw power using a 750-ft. antenna.

Change in antenna height was granted WHAT-FM Philadelphia. Other changes: WJPB (FM) Fairmont, W. Va., to change ERP from 4.8 to 2.8 kw, antenna height; WMFD-FM Wilmington, N. C., change ERP from 11 to 12 kw, antenna height; KNEV (FM) Reno, Nev., change ERP from 10.5 to 2.3 kw; WVAM-FM Altoona, Pa., change ERP from 140 to 360 w, antenna height.

ELLA RAINES

STARRING AS

"JANET DEAN REGISTERED NURSE"

A suspenseful, unusual TV film show based on a nurse's exciting adventures among the rich and poor... in big cities and small towns... in peace and war ...at home and abroad!

- **JANET DEAN** *available for local, regional, and national spot sponsorship is ready for March 1, air date with 39 half-hour custom-made films!*
- **AUTHENTIC**—*each dramatic show is based on an actual case history!*
- **HIGHLY ACCLAIMED** — *personnel of the Air Force Nursing Corps have called the Janet Dean show a tribute to the nursing profession!*
- **PRODUCED BY EXPERTS** — *filmed by Cornwall Productions — William Dozier, executive producer; Joan Harrison, producer; Peter Godfrey, director!*

For auditions, prices, and sales plan write, wire, or phone:

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Here are the MPTV properties available to you now:

- DUFFY'S TAVERN
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- JANET DEAN, REGISTERED NURSE
- *more to come*

FCC GRANTS THREE VHFs FOR WEEK

WORD gets Spartanburg, S. C., ch. 8; Jefferson Standard wins Florence, S. C., ch. 8; WTCM takes Traverse City, Mich., ch. 7.

THREE new vhf television stations were authorized last week as FCC granted ch. 7 at Spartanburg, S. C., to WORD; ch. 8 at Florence, S. C., to Jefferson Standard Broadcasting Co., and ch. 7 at Traverse City, Mich., to WTCM.

At Spartanburg, the ch. 7 award to Spartan Radiocasting Co., WORD licensee, was made possible by the withdrawal of a competing application by WSPA there. WORD has purchased WSPA for $400,000, subject to FCC approval. The transfer bid will be filed later. Spartan then will sell WORD and retain WSPA.

Jefferson Standard, operator of WBT and WBTV (TV) Charlotte, N. C., won the ch. 8 grant at Florence upon dismissal of a conflicting bid by Pee Dee Television Corp., which includes principals in WJMX Florence.

Comr. Robert T. Bartley concurred in the Florence grant but upon condition Jefferson Standard be subject to the new multiple ownership rule if its provisions are applicable (story page 44).

WTCM's ch. 7 application was unopposed. Midwestern Broadcasting Co., the grantee, also operates WATT Cadillac, WATZ Alpena, WMBN Petoskey and WATC Gaylord, all Mich. President of the firm is Les Biederman.

May or June Date

Mr. Biederman predicted the new ch. 7 outlet would be on the air by next May or June depending upon weather. RCA equipment is planned. A Stainless Inc. tower is to be built. The tv plant will be separate from WTCM.

WORD's proposed purchase of WSPA Spartanburg is unique in that Walter J. Brown, president of WORD and principal owner with his wife, is the founder of both stations. FCC's duopoly rule required divestment of one of the stations.

Following FCC consent to Mr. Brown's acquisition of WSPA, it is proposed that WORD will be sold and WSPA retained.

The Commission's grant of ch. 7 to Spartan Radiocasting bore the usual condition that the authorization was "without prejudice to any action the Commission may take with respect to any future application which is filed to effectuate the agreement dated Nov. 24 between Spartan Radiocasting Co. and Broadcasting Co. of the South [WSPA] and set forth as a part of the grantee's application."

In 1940, Mr. Brown became general manager of WSPA and built it up from a 1 kw independent outlet to its present status as a CBS affiliate on 950 kc with 5 kw, directional night. At the same time, Mr. Brown built WORD, then a 250-w station on 910 kc. He subsequently sold WORD when FCC adopted its duopoly rule precluding ownership in more than one station in the same market.

Seven years later, Broadcasting Co. of the South, a Surety Life Insurance Co. subsidiary, purchased WSPA from Spartan Advertising Co., in which Mr. Brown was minority stockholder. Concurrently, Mr. Brown formed Spartan Radiocasting Co. to buy back WORD, which now is an NBC outlet on 910 kc with 1 kw, directional day and night.

During the television allocation proceeding, WORD fought for the assignment of ch. 7 to Spartanburg instead of to Columbia.

Broadcasting Co. of the South, aside from ownership of WSPA, is owner of WIS Columbia, S. C., and WIST Charlotte, N. C. The company is 81% stockholder in WIS-TV Corp., permittee of vhf ch. 10 WIS-TV Columbia. Remaining WIS-TV stock is held by a group formerly in WMSC there, once a ch. 10 competitor.

WIST is in competition for vhf ch. 9 at Charlotte with three other applicants: WSOC, Piedmont Electronics & Fixture Corp. and Dan Nicholas.

In FCC's McFarland letter to Broadcasting Co. of the South regarding its former Spartanburg bid, the Commission raised the question of Grade A signal overlap between the firm's proposed station there and its proposed station at Charlotte. FCC also questioned whether the parent firm, Surety Life Insurance Co., was legally authorized to commit approximately 33% of its total assets and over 50% of its capital and surplus to the three tv ventures.

Jefferson Standard Broadcasting Co., besides WBT-WBTV (TV) and the new Florence ch. 8 permit, also owns WBIG Greensboro and holds 17% interest in WFMY (TV) Greensboro. It announced several weeks ago it plans to acquire additional television properties in North and South Carolina if possible [B•T, Nov. 7].

Concurrent with this announcement, it was reported that the parent firm, Jefferson Standard Life Insurance Co., had purchased 14,500 shares of newly issued preferred stock in Storer Broadcasting Co. for $1.45 million. The purchase of the Storer stock was detailed last week in the amended application of Jefferson for ch. 8 at Florence.

The new Jefferson Standard tv outlet at Florence plans to be a basic CBS outlet but also will carry ABC, NBC and DuMont.

It will be under the direction of Charles H. Crutchfield, executive vice president and general manager of the company. Melvin H. Purvis, general manager of WOLS Florence, will be associated in the tv operation.

E. E. Stone, president of Pee Dee Television, said his new firm withdrew "in order to expedite television for Florence."

In other television actions, FCC designated for consolidated hearing in Washington commencing Dec. 24 the ch. 13 applications at Stockton, Calif. Contestants are KXOB and Radio Diablo Inc., operator of KSBR (FM) San Bruno, Calif., near San Francisco. Radio Diablo is affiliated in ownership with Eitel-McCullough Inc., tube development firm.

Details of the new tv grants:

Florence, S. C.—Jefferson Standard Broadcasting Co. granted vhf ch. 8 with effective radiated power of 316 kw visual and 191 kw aural; antenna height 790 ft. above average terrain.

Spartanburg, S. C.—The Spartan Radiocasting Co. (WORD) granted vhf ch. 7; ERP 316 kw visual, 204 kw aural; antenna height 2,000 ft. above average terrain. WORD proposes to buy WSPA there, former ch. 7 competitor.

Traverse City, Mich.—Midwestern Broadcasting Co. (WTCM) granted vhf ch. 7; ERP 51.3 kw visual, 30.9 kw aural; antenna height above average terrain 760 ft.

Wilson Lauds Ad Council

DEFENSE Secretary Charles E. Wilson last Monday applauded The Advertising Council's support of the Ground Observer Corps program which, he said, during the past year "helped us [Air Force and Dept. of Defense] to recruit over 200,000 volunteer members" for the GOC. Secretary Wilson was principal speaker at The Advertising Council's Duquesne Club meeting at Pittsburgh.

FCC EXAMINERS NOW TOTAL 17

THE TOTAL number of FCC hearing examiners is now 17, with appointment last Monday of Charles J. Frederick, Isadore A. Honig and Harold L. Schilz [CLOSED CIRCUIT, Nov. 23].

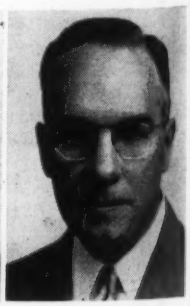
Mr. Frederick

Mr. Frederick, who has been in private practice of administrative law during the past three years, in 1949-50 was assistant attorney general of Iowa. Before that, 1944-48, he was trial examiner for the Civil Aeronautics Board. An Army veteran, Mr. Frederick received his LL.B. in 1941 from Southern Methodist U. Mr. Frederick received his B.A. in 1935 from Drake U.; M.A., U. of Iowa, 1937. He was born in 1909 at Mt. Ayr, Iowa.

Mr. Honig for five years has been trial attorney for the Office of Rent Stabilization and Office of Housing Expediter and from 1946-48 was research attorney for OHE. An Army veteran, Mr. Honig received his B.A. in 1933 from Cornell U. He received his LL.B. in 1938 from the U. of Michigan Law School and his M.L. in 1947 from National U. of Law School. Born in Morristown, N. J., in 1911, he now is a legal resident of Port Jervis, N. Y.

Mr. Schilz was an attorney in the Office of General Counsel, National Production Authority from 1951-53. He was in private practice from 1945-51 and was special assistant to the Attorney General in the Justice Dept.'s Anti-Trust Division from 1932-45. He received his LL.B. in 1932 from the National U. Law School. Born in Mulliken, Mich., in 1906, he now considers Dunkirk, N. Y., his home.

Mr. Honig



Mr. Shilz

New Am Granted by FCC; CP Changes Also Made

NEW am daytime station on 1230 kc with 250 w in Deming, N. M., was granted Nov. 25 by the FCC to Luna County Broadcasting Co. A CP was granted to Hugh S. Thomas of Brownfield, Tex.

KIYI Shelby, Mont., was granted a CP to change from 1230 to 1240 kc, 250 w unlimited. WOKE Oak Ridge, Tenn., was permitted to change its CP from 1290 kc 1 kw D to 1290 kc 500 w N 1 kw LS directional night. WJMW Athens, Ga., was given a power increase on 730 kc from 500 to 1 kw daytime. WHBS Huntsville, Ala., was granted a CP to change its daytime directional pattern.

FROM EVERY ANGLE ...IT'S WKRC-TV
FASTEST GROWING AUDIENCE OF ANY TV STATION IN THE CINCINNATI AREA*
Oct. 1953 vs. Oct. 1952
7 AM to 12 Noon 100% Increase (No. 1 Station)
12 Noon to 6 PM 100% Increase (No. 1 Station)
6 PM to 12 Midnight 22.5% Increase (No. 1 Station)
Local sales up 31.3%
National sales up 64.5%
Average total sales increase 46.6%
* October Pulse
Ask about the CDC—Tri-State Network
WKRC-TV Channel 12

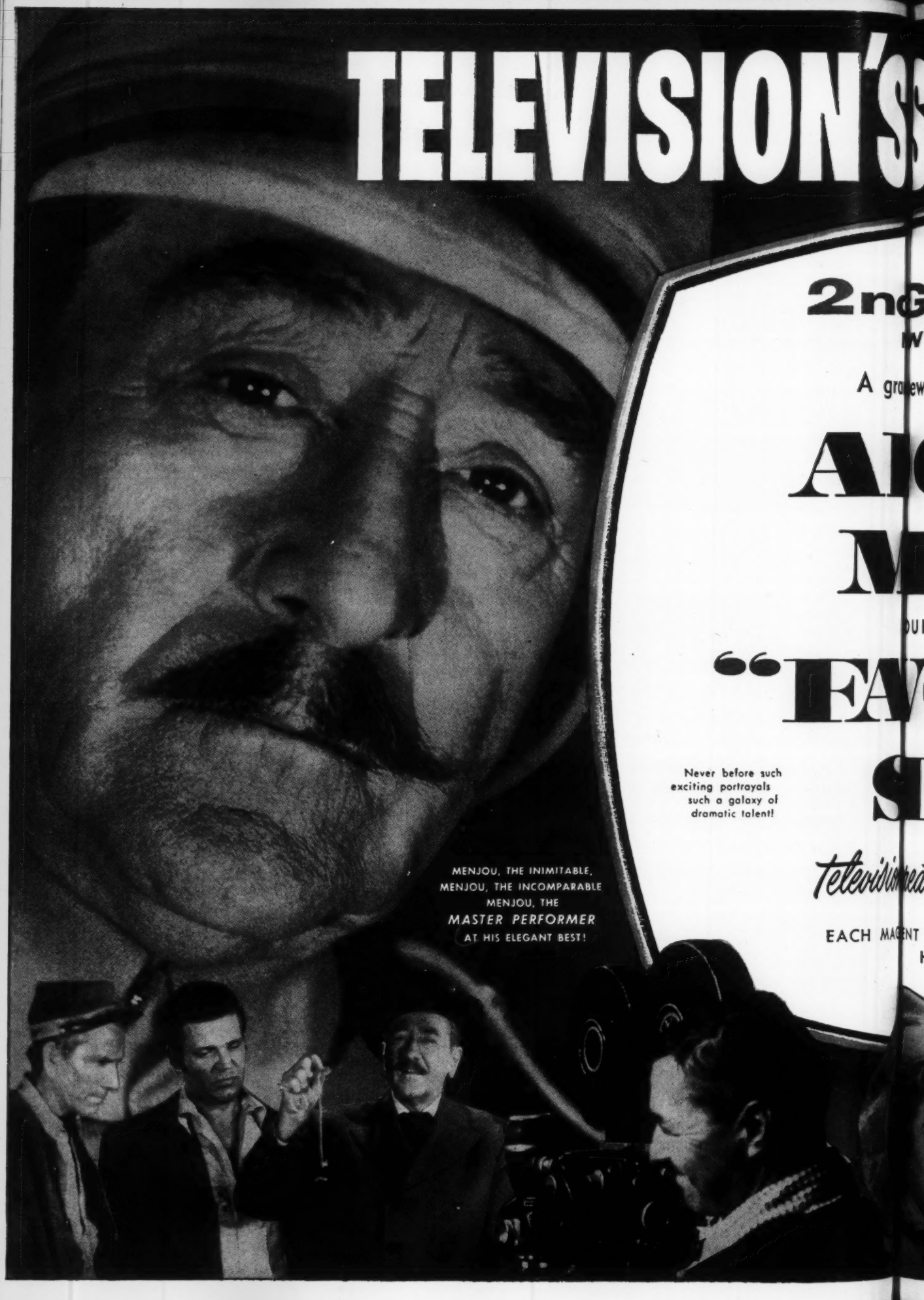
KENNETH W. CHURCH
National Sales Manager
Radio Cincinnati, Inc.

Owners and operators of WTVN, Columbus, Ohio

REPRESENTED BY THE KATZ AGENCY

CBS TELEVISION NETWORK

TELEVISION'S



'S SMASH HIT!

These leaders have RENEWED FOR 2ND YEAR!

- **BLATZ** Beer in **3** markets!
- **DREWRYS** Beer in **9** markets!
- **OLYMPIA** Beer in **6** markets!
- **GENESEE** Beer in **5** markets
- **SCHAEFER** Beer in New York City

TOP RATINGS in market after market!

- **SEATTLE, 1st Place!**
  Sat. eve. - rates 53.3 - Telepulse, June 1953
  Beats Robert Montgomery, Mr. & Mrs. North, Eddie Cantor, Ford Theatre, Playhouse of Stars.
- **WASHINGTON, D. C. - 2nd Place!**
  Tues. eve. - rates 21.4 - Telepulse, Aug. 1953
  Beats Danger, Suspense, Kraft TV Theatre, Douglas Fairbanks Presents, Lux Video Theatre.
- **KANSAS CITY, 1st Place!**
  Fri. eve. - rates 32.3 - Telepulse, Aug. 1953
  Beats Philco-Goodyear TV Playhouse, Ford Theatre, Kraft TV Theatre, This Is Your Life, G. E. Theatre, What's My Line, Godfrey's Talent Scouts.

TOP RATINGS in market after market!

- **PITTSBURGH - 1st Place!**
  Thur. eve. - rates 41.5 - Telepulse, Aug. 1953
  Beats This Is Your Life, Down You Go, Ford Theatre, Playhouse of Stars, Robert Montgomery.
- **SAN ANTONIO - 2nd Place!**
  Tues. eve. - rates 26.3 - Telepulse, Aug. 1953
  Beats Suspense, Blind Date, Burns & Allen, Kraft TV Theatre, Toast of the Town, Beulah, G. E. Theatre, Robert Montgomery, Lux Video Theatre.
- **PORTLAND - 2nd Place!**
  Tues. eve. - rates 58.5 - Telepulse, Sept. 1953
  Beats Break the Bank, Chance of a Lifetime, Playhouse of Stars, The Goldbergs, Big Story.

nGREAT YEAR
W IN PRODUCTION!

gr ew total of 78 magnificent half-hours.

OLPHE
ENJOU

OUR HOST AND STAR IN

AVORITE
STORY"

Planned for 3 Full-Length Commercials Plus Opening and Closing Sponsor Identifications!

ivi greatest dramatic achievement...

H MAGNT STORY A COMPLETE AND CAPTIVATING HALF-HOUR DRAMA!

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

XUM

FCC, Networks' 'Giveaway' Argument Set for Jan. 11

ORAL argument on the giveaway case before the Supreme Court has been postponed from Jan. 4 to sometime the week of Jan. 11, it was reported last week.

This requires the FCC to file its brief by Dec. 21 and the networks—ABC, CBS and NBC—to file reply briefs by Jan. 4.

The Supreme Court accepted jurisdiction in the four-year-old legal battle last October [B•T, Oct. 19]. Appeal was made by the FCC which had lost the case in a New York Special Court earlier this year [B•T, Feb. 9]. In a two to one decision the lower court held that the FCC's regulations regarding giveaway programs misconstrued the Lottery Law and violated the no-censorship provisions of the Communications Act. Appeal from the FCC's regulations were taken originally by the three networks. Originally, the Supreme Court scheduled oral hearing Dec. 10. This was postponed to Jan. 4 and latest date is tentatively fixed for sometime the week of Jan. 11.

VOA Airs Eisenhower Report

A REPORT on U. S.-Latin American Relations made by Dr. Milton Eisenhower and delivered to the President was the subject of an exclusive interview broadcast worldwide by Voice, according to Theodore C. Streibert, director of the U. S. Information Agency. Mr. Streibert also said Voice broadcast highlights of the report in a half-hour program in Spanish to Latin America. The motion picture and press facilities of USIA also were enlisted to give the report wide dissemination, he said.

Zenith Hearing Scheduled

HEARING on Zenith Radio Corp.'s appeal against the FCC's dismissal of its ch. 2 application for Chicago will be heard by the U. S. Court of Appeals in Washington Dec. 1 at 11:30 a.m. This is a postponement from Nov. 27 [B•T, Nov. 16]. The Commission dismissed Zenith's 1948 application for Chicago's ch. 2 on the ground that it had not participated in the rule-making proceeding nor in the WBKB (TV) Chicago renewal hearing. Zenith is being opposed by the FCC and also CBS which bought the facilities of WBKB, originally on ch. 4, now operating temporarily on ch. 2. In its end-of-freeze report, the Commission deleted ch. 4 from Chicago and ordered WBKB (now WBBM-TV) to move to ch. 2.

Final Decision Favors KLMR Over KGAR on 950 Kc

FINAL decision granting KLMR Lamar, Colo., a construction permit to change from 1340 kc, 250 w unlimited to 920 kc, 1 kw daytime, 500 w directional night, was issued last week by the FCC.

The grant reversed a May 7 initial decision proposing to grant the competing application of KGAR Garden City, Kan. (now on 1050 kc, 1 kw daytime), and denying comparative consideration to KLMR on grounds it failed to establish financial qualification.

The final decision concluded KLMR will bring a first primary service to a greater population.

WTVU (TV) Becomes Tenth To Ask FCC for Fee-Tv

THE PUBLIC should have the opportunity of choosing between free tv and fee-tv, WTVU (TV) Scranton, Pa., told the FCC last week in petitioning for the institution of rule-making to permit subscription television.

The tenth station subscribing to subscription tv [B•T, Nov. 23], the uhf ch. 73 Scranton outlet also added that it "does not believe that the public is best served under a system where broadcasting revenues are derived almost exclusively from the advertising budgets of the sellers of goods and services."

Current drive for the establishment of subscription tv was initiated by four uhf tv stations last summer [B•T, Aug. 10]. They were WDHN (TV) New Brunswick, N. J.; WIP-TV Philadelphia, Pa.; WELI-TV New Haven, Conn., and WSTF (TV) Stamford, Conn.

Asks Interim Operation

GORDON BROWN, operator of WSAY Rochester, N. Y., petitioned FCC last week for three-way interim operation of vhf ch. 10 there pending settlement of his sec. 309(c) economic protest of share-time grants on ch. 10 to WVET and WHEC Rochester. FCC already has denied his protest, but he has pending a petition for reconsideration [B•T, Aug. 10]. Mr. Brown suggests an interim operation similar to that for vhf ch. 12 at Shreveport, La., pending final decision in the comparative hearing there [B•T, Sept. 21].

Biscayne Tv Bid Would Buy WIOD, Sell WQAM

SALE of Cox newspapers' WIOD Miami to Biscayne Television Corp., vhf ch. 7 contestant there, and the ultimate disposition of Knight newspapers' WQAM Miami, was set forth in an amendment to the Biscayne bid filed with the FCC last week.

In its pre-hearing McFarland letter to Biscayne, the Commission questioned how the tv station and the operations of WIOD and WQAM could be kept competitively separate. Biscayne is owned principally by WIOD and WQAM principals, with Niles Trammell, former president and board chairman of NBC, holding substantial minority interest.

Biscayne will acquire WIOD for $404,128.80 should it win out in the ch. 7 competitive hearing. WQAM will be sold to "strangers." The new agreement further provides that the Knight interests will loan Biscayne $500,000 to help finance the tv station. The Cox group will loan about $96,000.

Other ch. 7 contestants include Jack Stein, who has filed a new application, South Florida Television Corp., in which ex-FCC Chairman James Lawrence Fly is a principal [B•T, Nov. 23]; East Coast Television Corp., and Mel Foster-Harold Hoersch, who a fortnight ago surrendered their permit for uhf ch. 36 KDIO (TV) Davenport, Iowa [B•T, Nov. 23].

Biscayne's proposed ch. 7 station will cost an estimated $1,888,226 to construct and $1,106,840 annually to operate with revenue estimated at $1,271,675.

The amended Biscayne application lists Mr. Trammell as president and 15% owner. John S. Knight, president and 50.3% owner of Knight Newspapers Inc., is vice president and 17.5% owner. Another vice president is James M. Cox Jr., 30.5% owner, who is a principal in the Cox newspaper and radio-tv ventures. James L. Knight is treasurer and 10% owner of Biscayne.

Other Biscayne officers and stockholders include: James Leonard Reinsch, executive director of Cox radio-tv properties, director and 5%; C. Blake McDowell, attorney for Knight interests, director, 5%; Lee Hills, executive editor, *Miami Herald*, 5%; Owen F. Uridge, WQAM general manager, 5%; James M. LeGate, WIOD general manager, 3.5%; Milton C. Scott, WIOD chief engineer, 3.5%; John L. Foy, WIOD secretary-treasurer, secretary; Daniel J. Mahoney, WIOD president, director.

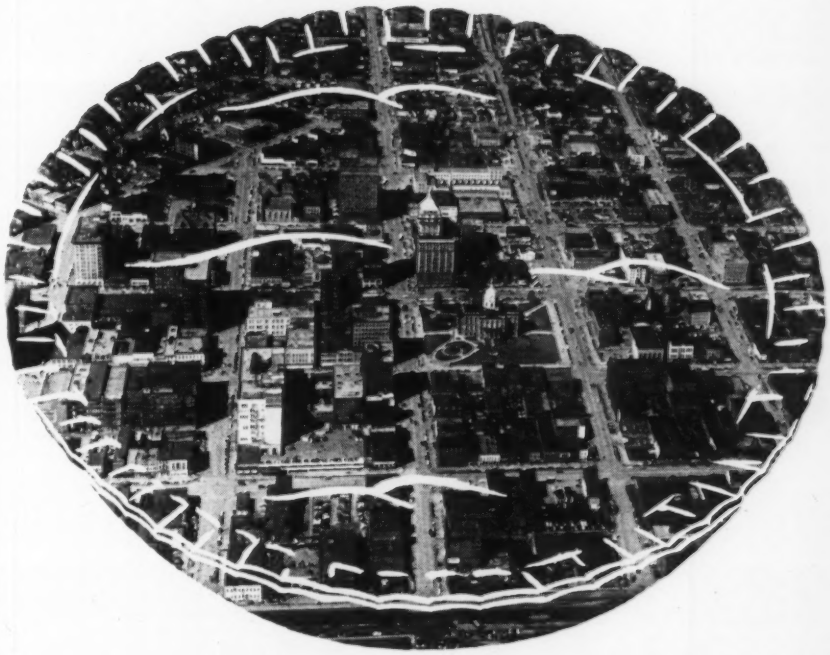
Knight Newspapers Inc. is sole owner of the *Miami Herald* and WQAM. It also owns the Beacon Journal Pub. Co., which has 45% interest in WAKR Akron, Ohio. Knight Newspapers holds 48.126% and the *Miami Herald* 2.3% in the *Chicago Daily News*, which in turn owns 27% of WIND-AM-TV Chicago.

The Cox interests, aside from WIOD and the *Miami Daily News*, include WHIO-AM-TV Dayton, Ohio, and WSB-AM-TV Atlanta.

Censorship Bar Lowered

INFORMATION doors in Washington, D. C., are opening. The Defense Dept. last Monday in a directive stated information and material formerly classified "Restricted—Security Information," shall be declassified Dec. 15, thus opening the way for scores of thousands of documents to be made public. This follows an order of President Eisenhower earlier in the month setting up new standards for safeguarding security information [B•T, Nov. 9].

Obviously OUTSTANDING . . .



METROPOLITAN PEORIA IS BIGGER

BIGGER than Quad Cities

87th in the nation . . . metropolitan area population, Rock Island-Moline, Illinois and Davenport, Iowa 236,000*

BIGGER than Rockford

122nd in the nation . . . metropolitan area population 154,000*

BIGGER than Springfield

144th in the nation . . . . metropolitan area population 132,000*

PEORIA IS THE LARGEST MARKET IN ILLINOIS (Outside Chicago)

78th in the nation . . . metropolitan area population 253,000*

*Source: 1953 Sales Management Survey of Buying Power. Further reproduction not licensed.

See Free & Peters

AM WMBD FM

FIRST in the Heart of Illinois

PEORIA

CBS Radio Network

5000 Watts

what a row of beans can amount to... *with* wfmy-tv

Rows of *canned* beans, to be exact . . . *pinto* beans. One year ago the Mountain View Canning Company took the wise step of advertising its Luck's Pinto Beans on WFMY-TV.

Well sir, a hillbilly band was featured on a weekly 15-minute show — and the fame of Luck's Pinto Beans raced across WFMY-TV's 29 counties with the speed of Jack's Beanstalk!

Last year Mountain View produced about 750 cases of Luck's Pinto Beans a week. This year it's over 5,000 cases a week! Factory space and staff have *tripled,* and *still* grocers can't keep a row of these beans on the shelf!

Sales magic like this is nothing new with WFMY-TV. When the people in 29 surrounding counties have $1,500,000,000 to spend . . . the *only* TV station tapping *all* that buying power is *bound* to be popular with advertisers and viewers!

wfmy-tv

Basic CBS Affiliate — Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco

GRAY NAMED V.P. AT WOR-AM-TV

Gordon Gray, vice president in charge of Goodwill stations' eastern office, is named to succeed James M. Gaines Jan. 1 as vice president in charge of General Teleradio's WOR-AM-FM-TV New York.

GORDON GRAY, vice president in charge of the eastern office of the Goodwill stations and widely known throughout the broadcasting field, has been named vice president in charge of the WOR Division of General Teleradio Inc., President Thomas F. O'Neil is announcing today (Monday.)

Mr. Gray will succeed James M. Gaines, who resigned the post to become vice president and general manager of WOAI-AM-TV San Antonio [B•T, Nov. 16]. Both changes become effective Jan. 1.

Mr. Gray

In his role of vice president in charge of the eastern office of WJR Detroit and WGAR Cleveland Mr. Gray has headed the selling operations for the Goodwill stations the past two and a half years.

In announcing his selection to succeed Mr. Gaines, General Teleradio President O'Neil said that "in my acquaintance over many years with Gordon Gray, I have been impressed with his qualities of leadership in broadcasting. I am confident that his wide and successful experience in the industry will quickly become manifest to WOR and WOR-TV listeners, viewers, and advertisers."

John F. Patt, president of the Goodwill Stations, said that "all of us naturally regret the decision of Gordon Gray to leave us, but we rejoice with him in the big new job he is undertaking as head of one of America's leading broadcasting stations. Mr. Gray has done an outstanding job of sales and public relations for our companies and we wish him all the best in his new position."

Mr. Gray, whose successor at the Goodwill Stations was not disclosed, was vice president and member of the Board of Directors of WIP Philadelphia from 1946 until 1951, when he joined WJR-WGAR. He gained his early broadcast experience in the Midwest, where he was general manager of the Stuart stations in Minneapolis, Omaha, and Lincoln. Long active in broadcast affairs, he was on the founding committee of BAB and is a member of the Radio & Television Executive Society.

WRJM Becomes WADK

WRJM Newport, R. I., changed call letters to WADK last Wednesday following FCC approval for the purchase of control by Milton E. Mitler for $22,500 [B•T, Nov. 23]. Assigned 1 kw daytime on 1540 kc, WADK stands for the Island of Aquidneck and is licensed to Aquidneck Broadcasting Corp.

IT'S HERE!

TV CHANNEL 15

STRATEGICALLY LOCATED TO SERVE

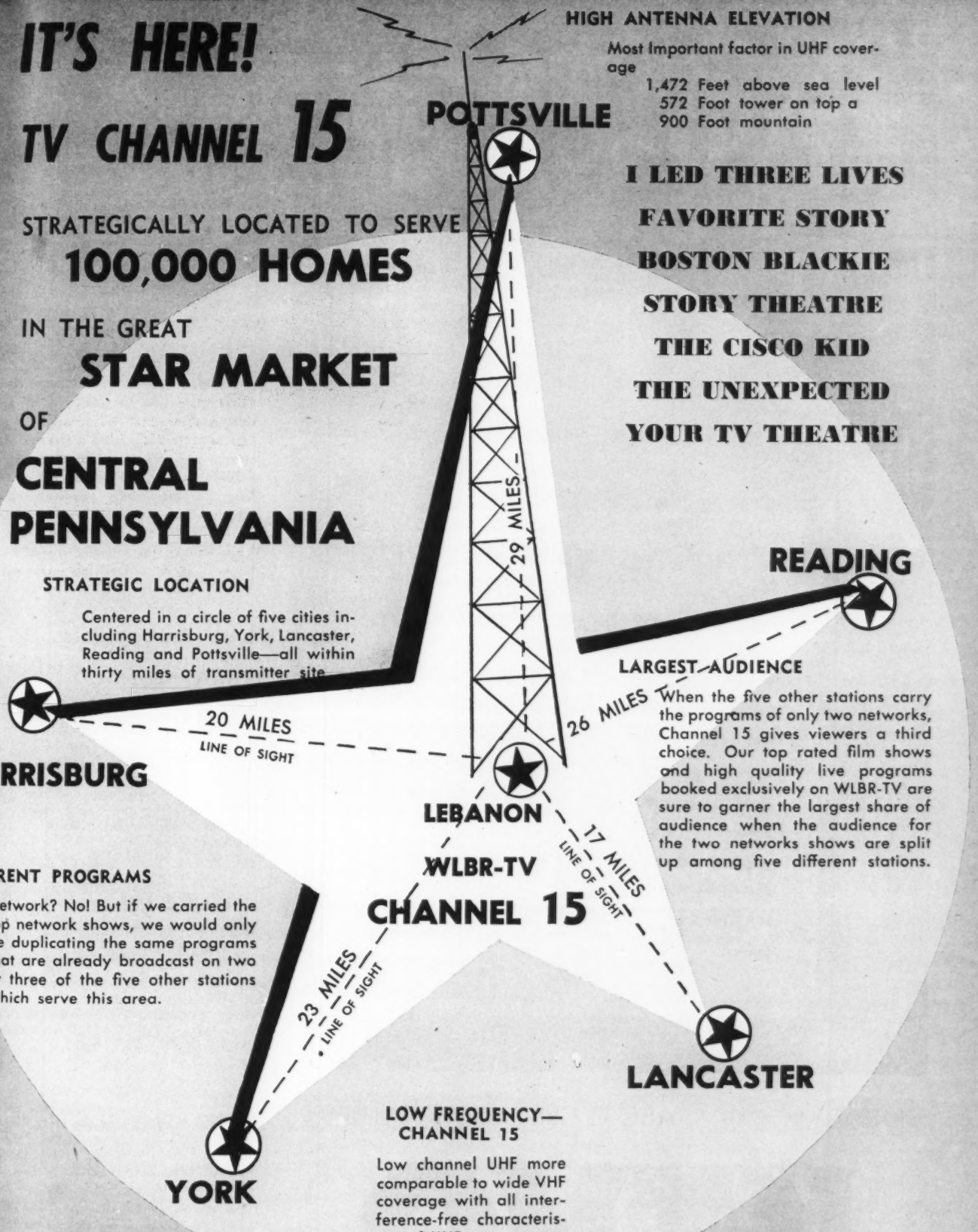
100,000 HOMES

IN THE GREAT

STAR MARKET

OF

CENTRAL PENNSYLVANIA



HIGH ANTENNA ELEVATION

Most important factor in UHF coverage

1,472 Feet above sea level
572 Foot tower on top a
900 Foot mountain

I LED THREE LIVES
FAVORITE STORY
BOSTON BLACKIE
STORY THEATRE
THE CISCO KID
THE UNEXPECTED
YOUR TV THEATRE

STRATEGIC LOCATION

Centered in a circle of five cities including Harrisburg, York, Lancaster, Reading and Pottsville—all within thirty miles of transmitter site.

LARGEST AUDIENCE

When the five other stations carry the programs of only two networks, Channel 15 gives viewers a third choice. Our top rated film shows and high quality live programs booked exclusively on WLBR-TV are sure to garner the largest share of audience when the audience for the two networks shows are split up among five different stations.

DIFFERENT PROGRAMS

Network? No! But if we carried the top network shows, we would only be duplicating the same programs that are already broadcast on two or three of the five other stations which serve this area.

LOW FREQUENCY—CHANNEL 15

Low channel UHF more comparable to wide VHF coverage with all interference-free characteristics of UHF.

GREATEST COVERAGE

Antenna has line of sight into
Lancaster—17 miles
Harrisburg—20 miles
York—23 miles

In service area:
1,519,000 Population
432,000 Familes
100,800 UHF Receivers

BEST RECEPTION

Line of sight insures perfect reception. Excellent reception also reported in the Reading and Pottsville areas, with good signals received up to 80 miles.

Represented by *John E. Pearson Television Inc.*

NEW YORK CHICAGO MINNEAPOLIS
DALLAS LOS ANGELES SAN FRANCISCO

WLBR-TV
CHANNEL 15
CENTRAL BUILDING
LEBANON, PA.

OKLAHOMA CITY
KTVQ
CHANNEL
25
NOW ON THE AIR
November 1, 1953, was a red-letter day for television in Oklahoma City. For on that day viewers in this booming market were able to get A CHOICE of TV programs for the first time in history. Yes, with KTVQ on the air the television picture is brighter in Oklahoma City. Now you can get LIVE CLEARANCE for your programs. We have a big, enthusiastic audience. To reserve time on KTVQ, write, wire or call KTVQ Sales Manager Raymond Ruff, or H-R Television, Inc., our national representatives.
JOHN ESAU, President

INTERCONNECTED ABC CBS INTERCONNECTED

KTVQ

REPRESENTED NATIONALLY BY H-R TELEVISION

NEW YORK 17, N Y
Chrysler Bldg
MUrray Hill 9-2606

CHICAGO 1, ILLINOIS
35 E. Wacker Dr
RAndolph 6-6431

SAN FRANCISCO CAL
110 Sutter St
EXbrook 2-3407

HOLLYWOOD, CAL
Equitable Bldg
GRanite 1480

FIRST time sale by WATV (TV) Newark following move of its transmitter to the Empire State Bldg. come promptly. Station started operation from Empire State tower Saturday night, Nov. 14; signed up Liggett Drug Co. for weekly one-hour show last Monday (Nov. 16.). At signing are (l to r) Ed Kletter of Edward Kletter Assoc., New York agency for Liggett; Robert Schoellhorn, Liggett advertising manager, and Murray Grabhorn, WATV director of sales.

WOV Reports Sales Up 30%

STRESSING that specialized programming can be profitable, Joseph N. Curl, sales manager, WOV New York, announced last week that revenue of the station for October 1953 was 31% over that of October 1952. The station divides its broadcast time equally between English- and Italian-language programming.

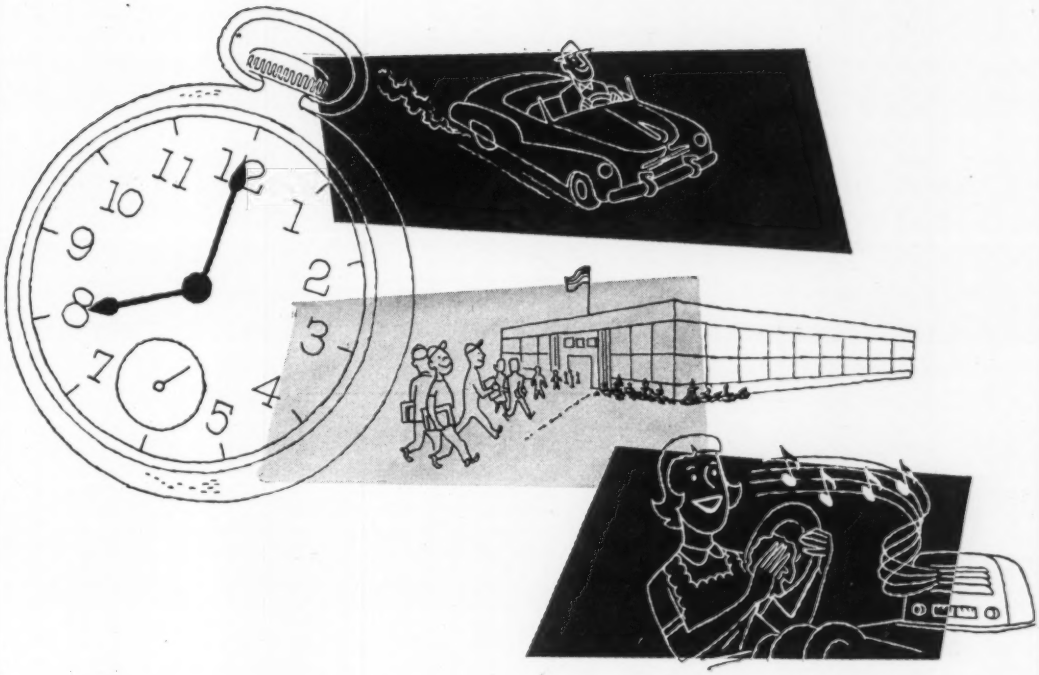
The station, which has a single rate policy applicable for both local and national advertisers during the day and evening, slants its English-language broadcasts principally toward the Negro market.

KNX-FM Moves Transmitter

BETTER fm reception for listeners of KNX-FM Hollywood is expected after move of the station transmitter to its new antenna site, located at sister CBS station KNXT (TV) on Mt. Wilson overlooking the Los Angeles area. Effective radiated power was increased from 59 to 67 kw. KNX-AM's transmitter located in suburban Torrance, was not affected by fm relocation.

KAIM (FM) Goes on Air

KAIM (FM) Honolulu, which claims to be Hawaii's first commercial fm station, is on the air on ch. 238 (95.5 mc) with 5.7 kw power. The station is licensed to Christian Broadcasting Assn., a non-profit corporation, which says it will file an application for an am station in Honolulu in the spring of 1954. KAIM operates from 6 a.m. to 10 p.m., with 10 hours daily of "good music," allowing for only one spot announcement on station breaks each half-hour. Cornelius Keur is general manager-program director. Charles R. Palmquist Jr., formerly manager of WSTR Sturgis, Mich., is station manager, and E. H. Munn Jr., station director of WTVB Coldwater, Mich., is consulting engineer.



radio gets off to an early start in Detroit . . .

By 8 A.M., the men are off to work, the kids are off to school, Mom's up, the radio's on . . . and radio audiences have reached the highest sustained level of the day, averaging 20.5 until late evening.

Right from the start, WWJ reaches the largest audience of the Detroit area's eight radio stations. Pulse ratings show that 21% of the home-listening audience, from 8 to 9 A.M., is tuned to WWJ's "Minute Parade," a program of concert music sponsored for more than 19 years by The J. L. Hudson Company, Detroit's largest department store.

Hudson's is only one of the many successful, selective local and national advertisers who, year in and year out, use WWJ profitably. **And because it delivers the most listeners per dollar, WWJ is the most economical radio-buy in Detroit.**

Whether you just want to "get the facts," or get a list of availabilities, get in touch with WWJ or your Hollingbery man.

THE WORLD'S FIRST RADIO STATION *Owned and Operated by* THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ AM-FM

Associate Television Station WWJ-TV
AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

SKF Sets Color Schedule Of Medical Meets in 1954

SCHEDULE of color telecasts for 1954 medical meetings has been made known by Smith, Kline & French Labs., Philadelphia.

SKF has sponsored and produced colorcasts at 50 medical meetings since 1949. Pioneer in the field of medical color television, SKF began in cooperation with CBS but in 1952 hired its own technical staff, now numbering seven: Donald J. Hart, chief engineer; Louis W. Crist, assistant chief engineer and project supervisor; Clarence E. Booi, cameraman and technician; Alex J. Mattison, cameraman; Sidney Sherman, technician; Wayne E. Nelson, technician; Robert I. Sigrist, assistant technician. Messrs. Sherman, Nelson and Sigrist operate two projection-type receivers equipped with 4½x6-ft. screens.

SKF's 1954 schedule is as follows:

Feb. 3-5, Jefferson Hospital Alumni Meeting, Philadelphia; Feb. 19-20, Wills Eye Clinical Conference, Philadelphia; March 2-5, Chicago Medical Society, Chicago; March 10-12, Michigan Clinical Institute, Detroit; April 5-9, American College of Physicians, Chicago; May 10-13, California Medical Assn., Los Angeles; June 14-16, Canadian Medical Assn., Vancouver; June 21-25, American Medical Assn., San Francisco; Sept. 14-19, International College of Ophthalmology, New York; Sept. 19-25, American Academy of Ophthalmology & Otolaryngology, New York; Oct. 5-7, Kansas City Southwest Clinical Society, Kansas City; Nov. 14-19, American College of Surgeons, Atlantic City; Nov. 30-Dec. 3, American Medical Assn., Miami.

the WHL long island story

Long Island's amazing
Nassau County ranks
17th
nationally in FOOD STORE
SALES . . . $264,005,000
(Sales Management)

●

WHLI "THE VOICE OF LONG ISLAND"
has a LARGER daytime audience
in the big booming major
LONG ISLAND MARKET
than any network or combination
of independents . . . *(Conlan)*

REPRESENTED BY RAMBEAU

WHLI AM 1100 FM 98.3
HEMPSTEAD
LONG ISLAND. N. Y.
Paul Godofsky, Pres.
the voice of long island

Jury Hears WOHI Tape

TAPED recording made by WOHI East Liverpool, Ohio, of a murder confession was played before the jury at the trial of the accused man last month in Common Pleas Court in Lisbon, Ohio.

Bill Siebenthal, WOHI chief engineer, taped the confession of Richard Elliott after Mr. Elliott surrendered himself on the night of the fatal shooting of a Jethro, Ohio, housewife. Judge Joel H. Sharp permitted the playback of the recording after hearing it while the jury was excused from the room.

The confession was made in a conversation between the accused man and G. William Brokaw, assistant prosecuting attorney. Court observers felt it might have been the first time an Ohio jury was permitted to listen to a tape-recorded confession.

KDYL-TV, U. of Utah Medical Telecasts Lauded

HAILED as a "complete success" by officials of the U. of Utah College of Medicine were the series of telecasts over the regular, open tv channel of KDYL-TV Salt Lake City bringing postgraduate medical education to busy isolated physicians in Utah and southern Idaho.

The first one-hour telecast was Nov. 10 from 7 to 8 a.m. The telecast originated from Salt Lake City General Hospital and featured a clinical discussion of x-ray diagnosis of calcification with the use of x-ray films.

Comment was unanimously favorable, Dr. John Z. Bower, dean of the medical school, and Dr. Robert H. Warner, director of the division of graduate and postgraduate school of medicine declared. Both physicians said they had found television to be a much more flexible medium than they supposed. Dr. Douglas Vollan, a member of the American Medical Assn.'s Council of Medical Education and Hospitals, flew to Salt Lake City to watch the first production.

Medical school officials and KDYL-TV worked out the series of four programs in an effort to bring a plan of continuing medical education to physicians of the region who cannot spare the time to come to Salt Lake City for a more extensive postgraduate instruction course.

New Medical Series Set

THIRD in a new series of "March of Medicine" progress reports will be presented on more than 70 NBC-TV stations under the sponsorship of Smith, Kline & French Labs, Philadelphia, from the clinical meeting of the American Medical Assn. in St. Louis Thursday, 10-10:30 p.m. EST, in the time period normally occupied by the U. S. Tobacco Co.'s *Martin Kane* program.

Palsy Fund Telethon

A 21-HOUR telethon for the United Cerebral Palsy fund will be presented over ABC's WABC-TV New York, starting at 8 p.m. Dec. 12 and concluding at 5 p.m. EST, Dec. 13, it was announced last week by Leonard H. Goldenson, president of AB-PT and president of United Cerebral Palsy Assns. Inc. This will be the third annual *Celebrity Parade for Cerebral Palsy*.

a new kind of radio star

WHERE ENTERTAINMENT RATES HIGH

WERH Marion County Broadcasting Co.

PHONE 3481

5000 WATTS
970 KILOCYCLES

NATIONAL REPRESENTATIVE
JOSEPH HERSHEY McGILLVRA, INC.

HAMILTON, ALABAMA

September 22, 1953

Mr. John Stanberry, Representative,
Collins Radio Company
Dogwood Road,
Fountain City (Knoxville) Tenn.

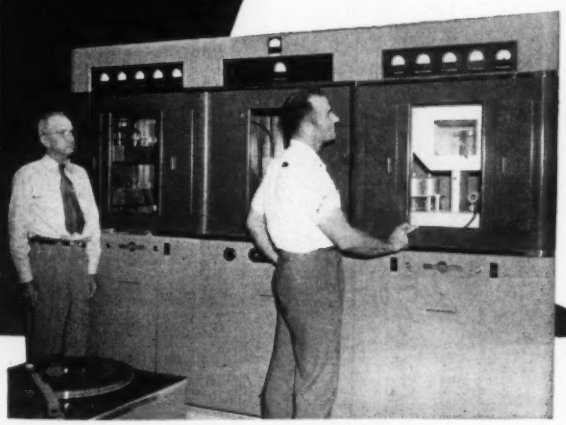
Dear John:

On completion of installation, which was quick and simple, of our new Collins 21E Transmitter on July 15th past, WERH has operated uninterruptedly on 5000 watts successfully with an unsurpassed quality signal. According to actual field signal measurements by one of Radio's outstanding consulting engineers, Mr. Claude M. Gray, we now enjoy a perfect broadcasting signal reaching 978,754 people and we are daily receiving mail from thruout the area served commending our programming and the quality of broadcast from this 21E.

Our experience with both the Collins transmitter and the Collins Radio Company personnel has been most satisfactory and absolutely trouble free. We are exceedingly happy with our new Collins and treatment of the good people who make it.

I thought you would like to know this.

Very cordially yours,
RADIO STATION WERH
HUGH J. FITE, President



Hugh J. Fite (left) and Charles B. Tucker, Chief Engineer, with WERH's new Collins 21E 5 kw transmitter.

RADIO stars with personalities aren't the only ones getting fan mail these days. This very nice letter from Mr. Hugh Fite, president of Station WERH is the kind of fan mail coming to *our* radio star, the Collins 21E 5 kw transmitter. We're pleased, of course, but not surprised. The advanced design, up-to-the minute engineering and complete reliability carefully built into the 21E can't help but give virtuoso performance. It's a top performer when it comes to operating economy and convenience too.

Contact the Collins office nearest you for complete information.

COLLINS RADIO COMPANY Cedar Rapids, Iowa

COLLINS

11 W. 42nd Street	1930 Hi-Line Drive	2700 W. Olive Avenue	Dogwood Road, Fountain City
NEW YORK 36	DALLAS 2	BURBANK	KNOXVILLE

SEVEN NEW TV OUTLETS GO ON AIR

Six started on Thanksgiving Day with KQTV (TV) Fort Dodge, Iowa, beginning earlier in the week. WRTV (TV) Asbury Park, N. J., announces its rate card—it plans commercial operation early in January.

SEVEN new tv stations started commercial operation last week, six on Thanksgiving Day and another, KQTV (TV) Fort Dodge, Iowa, on Nov. 23, giving Webster County's 45,000 population their first chance to tune in to a home outlet.

KQTV, a uhf ch. 21 operation, is represented by John E. Pearson Tv Inc.

On Thankgiving these stations began regular programming:

WITV (TV) Fort Lauderdale, Fla., uhf ch. 17 (DuMont), represented by O. L. Taylor Co.
WBLN (TV) Bloomington, Ill., uhf ch. 15, represented by Joseph McGillvra Inc.
WJBF-TV Augusta, Ga., vhf ch. 6 (ABC, NBC), represented by George P. Hollingbery Co.
KWWL-TV Waterloo, Iowa, vhf ch. 7 (NBC, DuMont), represented by Headley-Reed Tv.
WLAM-TV Lewiston, Me., uhf ch. 17 (CBS, ABC, DuMont), represented by Everett-Mckinney Inc.
KACY (TV) Festus, Mo., uhf ch. 14, represented by Paul H. Raymer Co.

With the Thanksgiving inaugurals, the number of operating stations reached 325, 215 vhf and 110 uhf.

KBOI (TV) Boise-Meridian, Idaho (vhf ch. 2), was to start regular programming Nov. 27.

WNOW-TV York, Pa., started commercial operation Nov. 10 on uhf ch. 49, Lowell W. Williams, general manager, reported. The station is a DuMont affiliate and features local shows.

Using RCA transmitting equipment, WRTV (TV) Asbury Park, N. J., expects to start test patterns Dec. 7 with commercial operation set for early January, according to Al Floersheimer, advertising director. A basic rate card of $150 per hour has been announced. Ten-second spot announcement is $10.32, to attract the local merchants to the medium. The uhf ch. 58 station has no network affiliation, stressing local and community programming.

Scheduled to go on the air Dec. 10, WSTV-TV Steubenville, Ohio (ch. 9), affiliated with CBS, is adding the finishing touches to a new transmitter building, a station spokesman said.

WWOR-TV Worcester, Mass., testing its ch. 14 signal, reported being received clearly a minimum of 40 miles away, according to Leonard V. Corwin, commercial manager.

WBTM-TV Danville, Va. (ch. 24), will start test patterns Dec. 10 and commercial programming in mid-January, Milton N. Adams, program director, announced.

Late delivery of antenna has postponed the target date of KFBB-TV Great Falls, Mont. (ch. 5), to "early 1954," LeRoy Stahl, director of television, reported. The station originally was slated to be on the air in November.

WKNY-TV Kingston, N. Y. (ch. 66), has held a meeting with 304 dealers and servicemen, according to Robert L. Sabin, manager. The outlet plans regular operation in January.

WOOD-TV Grand Rapids, Mich., has announced a Dec. 8 target date for its switch from ch. 7 to ch. 8, in accordance with FCC Sixth Report and Order [B•T, April 14, 1952], Bill Schroeder, general manager, reported.

Dedicatory program Nov. 21 of WKJG-TV Fort Wayne, Ind. (ch. 33), featured Marilyn Maxwell. According to Calo Mahlock, program manager, signal reception has been reported from 61 miles away.

KTAG (TV) Lake Charles, La. (ch. 25), made its Nov. 15 target date with an inaugural program featuring Mayor Sid Gray and regional personalities, according to James W. Lucus, general manager.

Having gone on the air Nov. 16, KCOK-TV Tulare-Fresno, Calif. (ch. 27), reported it has a uhf circulation of nearly 100,000 sets, according to Sheldon Anderson, owner-general manager.

CMTV (TV) Havana, Cuba (ch. 11), reported its dedicatory program was held Armistice Day.

TOM LONGWORTH, sales manager of WOWO Fort Wayne, Ind., stands amid the corn in an 87-acre field which the station since has plowed up and will use as the site for its new 50 kw transmitter in a power increase from 10 kw, expected to be effective in January, and which WOWO says will boost its coverage to 69 counties in Indiana, Ohio and Michigan.

Stations due on the air in the next 30 days are:

ARKANSAS

KATV (TV) Pine Bluff, vhf ch. 7, represented by Avery-Knodel Inc., Dec. 15.

CALIFORNIA

KBAY-TV San Francisco, uhf ch. 20, November '53 (granted STA Sept. 15).
KTVU (TV) Stockton, uhf ch. 36, represented by George P. Hollingbery Co., Dec. 15.

COLORADO

KOA-TV Denver, vhf ch. 4 (NBC), represented by Edward Petry & Co., Dec. 25.

CONNECTICUT

WNLC-TV New London, uhf ch. 26, represented by Headley-Reed Tv, December '53.

FLORIDA

WINK (TV) Fort Myers, vhf ch. 11, represented by Weed Tv, December '53.
WJHP-TV Jacksonville, uhf ch. 36, represented by Perry Assoc., December '53.
WJDM (TV) Panama City, vhf ch. 7 (CBS, ABC), represented by George P. Hollingbery Co., December '53.
WEAR-TV Pensacola, vhf ch. 3 (CBS), represented by George P. Hollingbery Co., Dec. 15.

IDAHO

KBOI (TV) Boise-Meridian, vhf ch. 2, Nov. 27 (granted STA Sept. 29).
KID-TV Idaho Falls, vhf ch. 3 (CBS-NBC), represented by Gill-Perna, Dec. 1.
KIFT (TV) Idaho Falls, vhf ch. 8 (ABC), represented by George P. Hollingbery Co., Dec. 1.

ILLINOIS

WSIL-TV Harrisburg, uhf ch. 22, November '53.

INDIANA

WRAY-TV Princeton, uhf ch. 52, represented by Walker Representation Co., Dec. 15.
WINT (TV) Waterloo, uhf ch. 15, Dec. 15.

KANSAS

KOAM-TV Pittsburg, vhf ch. 7 (NBC, CBS, DuMont), represented by The Katz Agency, Dec. 13.

LOUISIANA

KSLA (TV) Shreveport, vhf ch. 12 (NBC, CBS), represented by Paul H. Raymer, Dec. 15.

MAINE

WCSH-TV Portland, vhf ch. 6 (NBC), represented by Weed Tv Inc., Dec. 1.

MARYLAND

WBOC-TV Salisbury, uhf ch. 16, Dec. 25.

MASSACHUSETTS

WMGT (TV) North Adams, uhf ch. 74, represented by Walker Representation Co., Dec. 25.
WWOR-TV Worcester, uhf ch. 14 (ABC, DuMont), represented by Paul H. Raymer Co., Dec. 4 (began tests Nov. 16).

MICHIGAN

WIBM-TV Jackson, uhf ch. 48, represented by Forjoe Tv, Dec. 8.
WWTV (TV) Cadillac, vhf ch. 13 (CBS, ABC, DuMont), represented by Weed Tv Inc., Dec. 15 (granted STA Sept. 29).

WJR Takes Its Mountain to Mohammed in Mecca

IF YOU are convinced your station has lots of radio talent and good programming and you want to tell the "show city" of New York about it, why not take the talent to the big city?

WJR Detroit did. As the Goodwill Station expresses it, a "mountain of Midwestern talent" is being taken to "Mohammed in the Mecca of show business—New York City."

More than 75 WJR entertainers from the CBS Radio affiliate will be in New York Dec. 10 to put on a one-hour show to a select group of about 450 advertising agency, sponsor and network executives as well as news representatives, according to WJR.

The show has a name too, "Goodwill Calvacade." It will be presented at the Waldorf-Astoria's Starlight Roof after a dinner for the guests.

WJR said last week that a prominent role in this showcasing of talent will be young soloists, a mixed chorus and a male chorus from the *Make Way For Youth* chorus directed by Don Large. The program originates from WJR and has been on CBS Radio the past seven years.

Other talent featured will be Bud Guest, Sunnyside Reporter; the WJR Orchestra conducted by Max Leib; Maureen Bailey, teen-age songstress; Marie Sabbe, soprano; Casey Clark and the Lazy Ranch Boys; May Hawks and her guitar; Jimmy Clark Quartet with Judy Carroll; Renee McKay, song stylist; The Spellbinders, a mixed quintet, and Fred Kendall, tenor and former *Talent Scout* winner.

WJR officials pointed out that the program will give a representative display of the station's programming and is "not in any way associated with any specific promotional or sales project."

John F. Patt, president of WJR, said the group, associated with radio, will get "a relaxing evening of entertainment to let them see at first hand the character of WJR programming." He said the station was "just proud enough to want to show them [the talent] to our many friends in the New York area who know WJR only through reputation or through contact with our management and sales executives."

The Starlight Roof will be taken over by the station all day, Dec. 10, for rehearsals, a reception, dinner and the program.

YOU MIGHT GET A 1600-lb. BULL MOOSE—*

BUT . . . YOU NEED WKZO-TV TO BAG TV AUDIENCES IN WESTERN MICHIGAN

WKZO-TV gets more than twice as many viewers as the second Western Michigan station, morning, afternoon and night. Here's *why*:

WKZO-TV has a higher TOWER . . . lower CHANNEL . . . greater POWER . . . better RELAY FACILITIES . . . finer PROGRAMMING!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel 3 picture effectively serves more than 300,000 TV homes in 27 Western Michigan and Northern Indiana counties—a far larger *television* market than is available in and around such cities as Rochester, New Orleans or Denver!

Get all the facts and you'll choose WKZO-TV, the dominant station in Western Michigan and Northern Indiana.

WKZO-TV AREA PULSE
(27 COUNTIES)
SHARE OF AUDIENCE—MON.-FRI.—APRIL, 1953

	8 a.m.-12 noon	12 noon-6 p.m.	6 p.m.-12 midnight
WKZO-TV	62% (a)	52%	52% (a)
STATION "B"	26%	25%	25% (a)
OTHERS	12%	23%	23%

(a) Does not telecast for complete period and the share of audience is unadjusted for this situation.

(80,000 WATTS VIDEO—40,000 AUDIO)

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

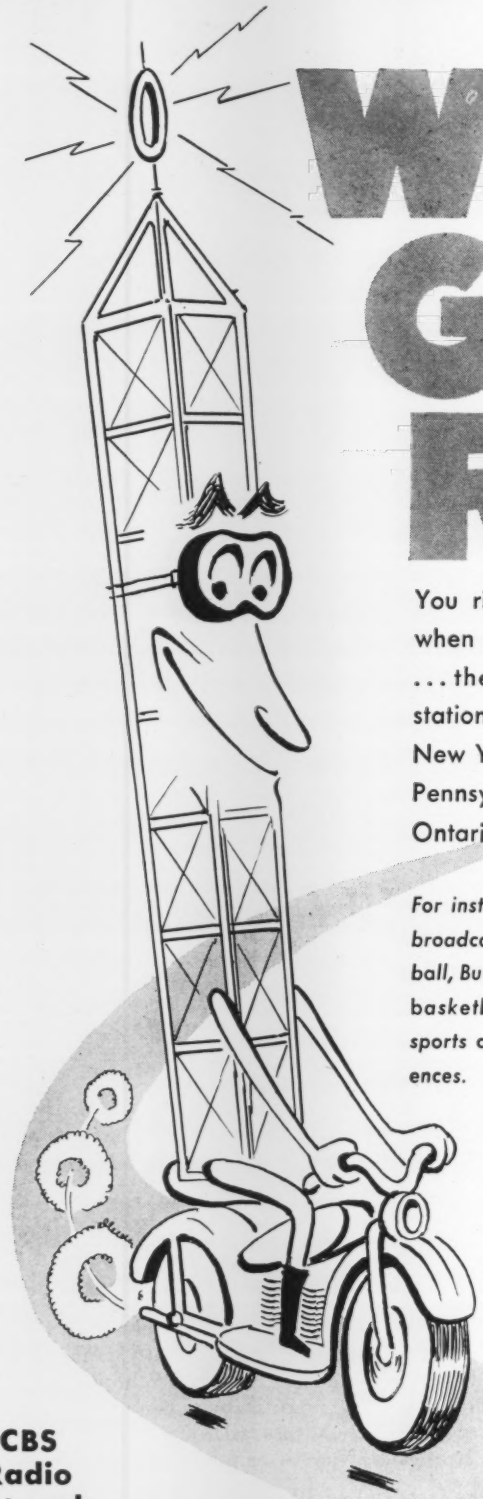
Avery-Knodel, Inc., Exclusive National Representatives

AM - TV - FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

**F. D. Fetherston and D. G. MacDonald got one this size on Magnassippi River, Quebec, in 1889.*



Wherever you Go there's Radio

You ride with the winner when you ride with WGR ... the most listened-to station all over Western New York, Northwestern Pennsylvania and nearby Ontario.

For instance: WGR's exclusive broadcasts of Notre Dame football, Buffalo baseball, Canisius basketball, plus all-around sports coverage win top audiences.

CBS Radio Network

WGR 55

BROADCASTING CORPORATION

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

STATIONS

MISSISSIPPI

WJDT (TV) Jackson, vhf ch. 3 (NBC), represented by George P. Hollingbery Co., Dec. 1 (granted STA Oct. 19).

MISSOURI

KOMU-TV Columbia, vhf ch. 8 (ABC, CBS, DuMont, NBC), represented by H-R Tv Inc., Dec. 15.

NEBRASKA

KHOL-TV Kearney, vhf ch. 13 (CBS, DuMont), represented by Meeker Tv Inc., Dec. 10 (granted STA Oct. 29).

NEW JERSEY

WRTV (TV) Asbury Park, uhf ch. 58, December '53 (tests due Dec. 7).

NORTH CAROLINA

WAYS-TV Charlotte, uhf ch. 36 (ABC), represented by The Bolling Co., Dec. 15.

WNCT (TV) Greenville, vhf ch. 9 (CBS, DuMont), represented by John E. Pearson Tv Inc., Dec. 1.

NORTH DAKOTA

KFYR-TV Bismarck, vhf ch. 5, represented by Blair Tv, Dec. 1 (granted STA Oct. 28).

OHIO

WSTV-TV Steubenville, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 10 (granted STA Sept. 16).

OKLAHOMA

KWTV (TV) Oklahoma City, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 15 (granted STA Nov. 13).

KCEB (TV) Tulsa, uhf ch. 23, represented by The Bolling Co., Dec. 15.

OREGON

KPIC (TV) Salem, uhf ch. 24, Dec. 15 (granted STA Aug. 4).

PENNSLYVANIA

WCMB-TV Harrisburg, uhf ch. 27, represented by Donald Cooke Inc., Dec. 15.

WARM-TV Scranton, uhf ch. 16, represented by George P. Hollingbery Co., Dec. 1.

SOUTH CAROLINA

WGCT (TV) Greenville, vhf ch. 4, represented by Weed Tv Inc., Dec. 15.

TENNESSEE

WSIX-TV Nashville, vhf ch. 8 (CBS), represented by George P. Hollingbery Co., Nov. 25 (granted STA Sept. 9).

TEXAS

KMID (TV) Midland, vhf ch. 2, represented by O. L. Taylor Co., Dec. 6.

KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by Paul H. Raymer, Dec. 15.

VIRGINIA

WTOV-TV Norfolk, uhf ch. 27 (ABC, DuMont), represented by Forjoe Tv Inc., Dec. 6 (granted STA Oct. 16).

WASHINGTON

KOMO-TV Seattle, vhf ch. 4 (NBC), represented by George P. Hollingbery Co., Dec. 11 (granted STA Nov. 13).

WISCONSIN

WEAU-TV Eau Claire, vhf ch. 13, represented by George P. Hollingbery Co., Dec. 1.

WNAM-TV Neenah, uhf ch. 42, represented by George W. Clark Inc., Dec. 15.

WYOMING

KFBC-TV Cheyenne, vhf ch. 5 (CBS), Dec. 25.

ALASKA

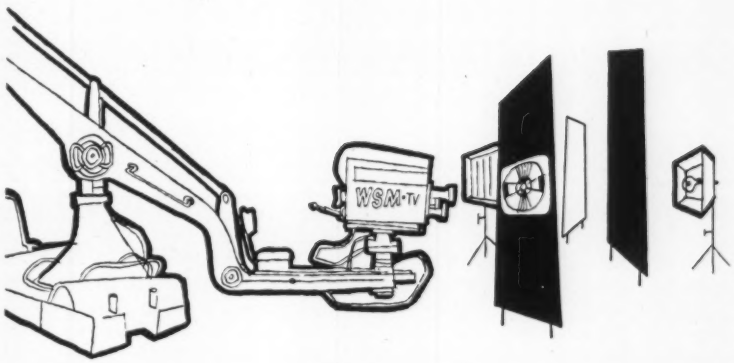
KTVA (TV) Anchorage, vhf ch. 11 (NBC, DuMont), represented by Hugh Feltis & Assoc., Dec. 15.

WHLI Plans to Inaugurate 'Community Servant' Series

WHLI Hempstead, Long Island, will start between now and the end of the year 29 new "Community Servant" programs to stimulate interest in its overall public service programming.

A station spokesman said last week the programs will touch upon the daily lives of the more than two million people who live in the station's primary coverage area of Nassau, Suffolk and Queens Counties.

Among the programs planned by WHLI are those centering around reports to the people of Long Island by local Congressmen and from New York State senators and assemblymen from the area; a *Face the Issue* series, which will present discussions on controversial topics facing residents; a *Teen Town Hall*, featuring teen-agers in forum discussion, and various shows exploring health, educational facilities and veterans affairs.



a TV picture developed in Radio

This is a television advertisement that begins with a statement about radio.

Or to be exact—about a specific radio station, WSM.

Never has any radio station been so publicized in so many national magazine stories. The Saturday Evening Post–Collier's–Wall Street Journal–American–Coronet–Nation's Business–New York Times Magazine. These are but a few of the journals which have told the WSM story of talent, production know-how, technical facilities. To quote one, an excerpt from Collier's: "The Nashville muse has won the entire nation . . . If the rest of the radio industry is in the doldrums, WSM has more business than it can handle . . ."

Our point is this—

The formula for success that has built WSM into its unique position in the radio industry has been used in shaping the future of WSM-TV.

We have the writers, the producers, the unique talent staff of over 200 nationally famous stars who now are on the combination WSM and WSM-TV payroll.

We have the technical skill developed by the radio station. As proof, witness the longest privately owned TV micro-wave relay in the world which our engineers built from Louisville to Nashville to bring network TV to this market 3 years before the cable could be completed.

We have the know-how which has enabled WSM to become the only radio station outside New York–Chicago–Hollywood production centers which during the past year originated and fed over 1200 network shows throughout the nation.

For four years now a maximum effort—both creative and financial has gone into the building of WSM-TV into a dominant entertainment and advertising medium. As a result we make this suggestion:

If you as an advertiser or agency time buyer are interested in reaching the 132,630 television homes (impressively larger than the daily circulation of either Nashville newspaper) contact us or any Petry Man for additional details. We believe you will discover that WSM-TV is a station that is unusual in its selling power—the Number 1 television station in a prosperous market.

WSM TV

NASHVILLE, TENNESSEE

To sell the Central South . . . WSM RADIO

For concentrated selling in the Middle Tennessee Market . . . WSM-TV

Strictly on the up and up

There's an upward trend in Baton Rouge.

Vertical tendencies were noted in the 1950 Census, as Baton Rouge averaged among the nation's top family incomes: $3,593.

Analysts sat up and took notice last July, when Baton Rouge production workers averaged the country's third highest weekly wages: $93.74.

This rate of climb continued in November. **Sales Management** showed Baton Rouge as a "High Spot City," topping the national average in retail sales.

Strictly on the up and up, there's a boom in Baton Rouge. Make yourself heard on WJBO, NBC's top voice in a top market.

Affiliated with the State-Times and Morning Advocate. National reps: Geo. P. Hollingbery Co.

WJBO WBRL (FM) . . . that's what you like about the South

Baton Rouge, La.

WTOP PROMOTES BORDLEY, SAUNDERS

TWO APPOINTMENTS at WTOP-AM-FM-TV Washington, *Washington Post*-CBS stations were announced last week.

Robert A. J. Bordley, in the radio sales department since August 1950, has been named general sales manager for WTOP-AM-FM-TV George Hartford, vice president in charge of sales, said. He succeeds Richard Wheeler, who has joined WTRI Troy, N. Y., as manager.

Donald H. Saunders, engineer in charge of radio and tv technical operations, has been

Mr. Saunders **Mr. Bordley**

named station executive of WTOP radio and television, WTOP Inc. President John S. Hayes announced. Mr. Hayes said the position was newly created by the stations' move into its new $2 million Broadcast House.

WMGT (TV) to Start Off-Air Pickups of WPIX (TV) Shows

WMGT (TV) North Adams, Mass. (ch. 74), is slated to start off-the-air pickups and rebroadcasts of certain WPIX (TV) New York programs on Christmas Day, Fred M. Thrower, vice president and general manager of WPIX, announced last week.

The announcement noted that WMGT is the third station to adopt WPIX's plan making certain of the New York outlet's programs available for off-the-air pickup by uhf stations on the fringe of WPIX coverage. The first to sign was WTVU (TV) Scranton, Pa. [B•T, Nov. 16]. WMGT plans to carry the Tuesday, Wednesday, Thursday and Saturday sections of WPIX's *Parade of Sports*.

WMGT was described in the announcement as having the highest tv transmitter east of the Mississippi. It is located atop Mt. Greylock, 3,750 feet above sea level. The Dec. 25 starting date for participation in the WPIX plan coincides with the station's target date for commencement of operations.

Stag Ups Radio on KMOX

STAG beer is pushing to the forefront among radio and tv advertisers in the Midwest, according to KMOX St. Louis which announced last week that Griesedieck Western Brewery Co., brewer of Stag, has contracted with the station for a 33 hour-per-week disc show. This puts Stag's number of radio hours sponsored to 39, KMOX said. Program, *Stag Beer All-Night Record Bar*, is broadcast midnight to 5:30 a.m. CST, Tuesday through Sunday, with Jim Butler the host. John H. Morris, Griesedieck president, said Stag purchased the show "in the interests of reaching and entertaining all those folks who work on the 'other side of the clock'." KMOX said Griesedieck already has been established "as the leading tv advertiser in the St. Louis area."

United Press Facsimile...

It's taken months and months of dogged research.
It's taken ingenuity, experiment and more experiment.
It's taken testing, again and again, over and over,
under conditions that man-handled equipment.

But now United Press has it—the facsimile newspicture process invented to order for television, the sharpest, the fastest in the world today.

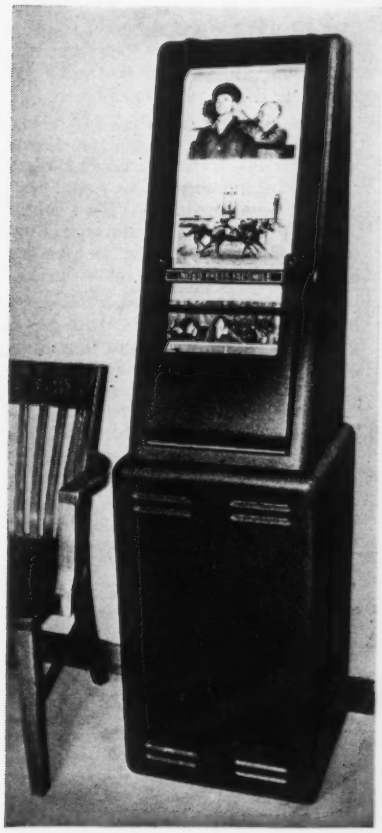
Here's what United Press facsimile does, what only United Press facsimile can do:

Transmit all its facsimiles direct from original prints—right over the U. P. Telephoto network—to assure the utmost sharpness and contrast.

Transmit facsimiles direct from more than 100 key sending-points the nation over.

Transmit these facsimiles in seven minutes—as quickly as Telephotos.

Television stations throughout the country are adding United Press facsimile as fast as the machines can be assembled. At the right is a list of charter clients. For facsimiles that screen better, get to you sooner, join them.



CHARTER CLIENTS

Albuquerque, N. M.	KOAT-TV
Albuquerque, N. M.	KOB-TV
Ashland, Ky.	WPTV
Bloomington, Ind.	WTTV
Decatur, Ill.	WTVP
Denver, Colo.	KLZ-TV
Eau Claire, Wis.	WEAU-TV
Jacksonville, Fla.	WMBR-TV
Knoxville, Tenn.	KROL-TV
Lincoln, Nebr.	KOLN-TV
Longview, Tex.	KTVE-TV
Oklahoma City	KLPR-TV
Oklahoma City	KWTV
Peoria, Ill.	WEEK-TV
Pine Bluff, Ark.	KATV
Pittsburgh, Pa.	WDTV
Portland, Me.	WCSH-TV
Rochester, Minn.	KROC-TV
Rockford, Ill.	WREX-TV
Rock Island, Ill.	WHBF-TV
Waterbury, Conn.	WATR-TV
Wheeling, W. Va.	WLTV
Youngstown, O.	WUTV

United Press

TODAY'S PICTURES WITH TODAY'S NEWS TODAY

KXOK Gets Rights For Cards, Billikens

KXOK ST. LOUIS will have exclusive live coverage rights to home and road games of both the St. Louis Cardinals baseball team and the St. Louis U. Billikens basketball club.

KXOK will carry the full 27-game schedule of the Billikens in the Missouri Valley Conference, with Harry Carey handling play-by-play. This was confirmed last week by the station, the agency (D'Arcy Adv. Co.), and the public relations firm, Fleischman & Hiller, for Anheuser-Busch (Budweiser beer) which will sponsor baseball and basketball coverage. Basketball broadcasts start Dec. 4 and probably will be aired only on KXOK.

KXOK is expected to feed the Cards baseball contests to a regional network of some 80 or 90 stations, with the number or lineup still not set. Stations will not be identified until after forthcoming meetings of baseball executives. Budweiser will sponsor all games live.

The major league is expected to meet in New York Dec. 7 and the minor league in Augusta, Ga., today (Nov. 30).

It was reported most of the details on regional coverage will depend on discussions at the minor league session because of the question of airing broadcasts and telecasts in minor league territories. The problem is of particular importance to Anheuser-Busch plans because the brewery is the sponsor and owner of both the Cards and a minor league system.

Plans also are under study, it was learned, for televising some Cards road games to St. Louis, according to August Busch, president of the brewery, who previously announced the retention of Mr. Carey on a two-year contract. Also in the mill is a plan for telecasting certain games into areas in which no minor league club is represented.

What St. Louis tv station would get rights to the coverage has not yet been determined. Three outlets there are possibilities: KSD-TV, vhf; KSTM-TV, and WTVI (TV) Bellville, Ill., both uhf.

It was understood KMOX, WIL (which carried the Cards last year) and others had attempted to obtain Cardinal baseball broadcast rights this year.

[EDITOR'S NOTE: Through error, B•T. Nov. 23 reported KMOX St. Louis was about to sign for Cardinals' coverage rights. Call letters should have been KXOK St. Louis.]

Discreet Verdict

WBZ Boston and the governors of six New England states officially have decided a crucial problem—which state produces the best lobsters. At the official judging in the Statler Hotel kitchen in Boston, Vermont was tactfully selected as the winner in view of its lack of coastline.

WBZ sent lobsters by plane to the governors of the other 42 states and to President Eisenhower [B•T, Nov. 23].

The contest developed when Carl deSuze, WBZ disc jockey, mentioned on the air that he had enjoyed eating a Maine lobster. A hassle developed and Gov. Christian A. Herter of Massachusetts challenged his five neighboring governors to a lobster judging test.

ALL NEW ENGLAND waited breathlessly for results of the lobster judging contest instigated by Carl deSuze (r) of WBZ Boston, with the six New England governors taking part. Among those participating in the judging were Mrs. John Lodge, wife of the governor of Connecticut; Gov. Christian A. Herter, Massachusetts; Gov. Lodge; Mrs. Herter.

WFBG-TV Revises Rates

NEW rate card, No. 3, has been issued by WFBG-TV Altoona, Pa., according to Jack Snyder, managing director. Basic hourly rate is $400, ranging downward to $15 for a 10-second spot on a 260-time basis. WFBG-TV operates with 316 kw effective radiated power from a transmitter atop Wopsononock Mt.

BUCKLEY RESIGNS BLAIR PRESIDENCY

RESIGNATION of Richard D. Buckley as president of John Blair & Co., radio station representative, was announced Wednesday by Mr. Blair, chairman, who stated that he is resuming the office of president.

Mr. Buckley, who was away for a long holiday weekend and not available for comment on his future plans, has been with the Blair firm since 1938, when he joined as an account executive. He was appointed vice president and manager of the New York office in 1946 and became president in 1951 when Mr. Blair relinquished that post and assumed the office of chairman.

WNBT Ups Rates in Pace With Tv Family Increase

NEW rate card (No. 13) for WNBT (TV) New York goes into effect tomorrow (Tuesday), Hamilton Shea, general manager, announced last week. The cards call for increases in rates for announcements and program periods in line with the number of tv families in the New York area, which Mr. Shea said has risen to more than four million, an increase of 275,000 since Jan. 1.

Class AA time, 10:30-11 p.m. daily and 6-7:30 p.m. Sunday, goes from $4,800 an hour to $5,500. Class B time, 6-7 p.m. Monday-Saturday, goes from $2,750 to $3,150 an hour. There is no change in program time rates for Class A—7-7:30 p.m. Monday-Saturday—or for Class C, all other station time. Network time rates are unchanged.

Station break rates for Class AA time have risen from $975 to $1,095 for 20 seconds and from $500 to $565 for 10 seconds. There is no change in the price of station breaks in Class A time. In Class B time the 20-second cost has gone from $500 to $575, the 10-second price from $225 to $260. Class C—3-6 p.m. Monday-Saturday, sign-on to 3 p.m. Sunday, and 11:15 p.m. to sign-off daily—rates for 20-second breaks rise from $300 to $350 and for 10-second breaks from $125 to $150. In Class D time—sign-on to 3 p.m. Monday-Saturday—20-second breaks were $200, now are $250; 10-second breaks were $50, now are $65.

Current advertisers are protected at present rates for six months except station break advertisers in Class AA time, who get only three months' protection. These Class AA breaks are not subject to discounts as are others.

Crutchfield to Moderate N. C. Information Panel

CHARLES H. CRUTCHFIELD, executive vice president and general manager of WBT and WBTV (TV) Charlotte, N. C., will moderate a panel of judiciary, radio and newspaper executives Jan. 14 at a conference in Raleigh sponsored by the Freedom of Information Committee of N. C. Associated Press.

N. C. Press Assn. and N. C. Assn. of Broadcasters will take part in the discussion which will cover obligations of press, radio and tv to courts and law enforcement agencies. Speakers will include Gov. William B. Umstead; J. Russell Wiggins, *Washington Post* and chairman of the American Society of Newspaper Editors' Freedom of Information Committee, and Gordon Gray, president of U. of North Carolina. Chairman of the N. C. committee is Holt McPherson, *High Point Enterprise*.

KTAG (TV) Lake Charles, La., that city's first tv station, began operation Nov. 15 [B•T, Nov. 16] with these men present (l to r): Sidney L. Gray, Lake Charles mayor; James W. Lucas, KTAG general manager; Brig. Gen. Raymond L. Winn, commander of 806th Air Division at Lake Charles Air Force Base, and Warren Berwick, KTAG executive vice president.

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- Television Studio Equipment
- Television Microwave Equipment
- Communications Microwave Equipment

PHILCO Famous for QUALITY the World Over

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PHILCO CORPORATION

GOVERNMENT & INDUSTRIAL DIVISION, PHILADELPHIA 44, PA.

WCKY

50 GRAND IN WATTS

PROVIDING THE BEST IN PUBLIC SERVICE

THE *L. B. Wilson* STATION CINCINNATI

WCKY

50 GRAND IN WATTS

DOING THE REAL JOB FOR THE ADVERTISER

THE *L. B. Wilson* STATION CINCINNATI

O'NEIL MAY LESSEN ACTIVE DIRECTION OF MBS, LATEST PROMOTIONS INDICATE

MBS president's designation of four administrative vice presidents seen as move to turn over active direction of Mutual to them and devote more of his own time to the parent General Tire & Rubber Co. Elevated are: J. Glen Taylor (policy), Robert A. Schmid (sales, advertising), E. M. (Pete) Johnson (engineering, station relations, production) and James E. Wallen (finance).

INDICATIONS President Thomas F. O'Neil of Mutual gradually may turn over more and more of the active direction of the network to other key executives and devote his own time more and more to the parent General Tire & Rubber Co. were seen in administrative changes revealed last week.

Mr. O'Neil designated Vice President J. Glen Taylor as administrative vice president in charge of policy matters and simultaneously broadened the respective authority of three other MBS vice presidents, who also were given "administrative" rank. Although it was emphasized no demotions are involved in any way and that the new plan was designed simply to increase coordination of operations, Mutual's four other vice presidents will report henceforth to one or another of those named as "administrative vice presidents" rather than directly to President O'Neil as in the past, authorities said.

Mr. Taylor

Mr. Schmid

In the executive realignment Robert A. Schmid, who has been vice president in charge of advertising, public relations and research, becomes administrative vice president in charge of sales and advertising; E. M. (Pete) Johnson, who has been vice president in charge of engineering and station relations, takes on the title of administrative vice president in charge of enginering, station relations and production, and James E. Wallen, vice president, secretary and treasurer, becomes administrative vice president in charge of finance.

Vice President Julius Seebach, in charge of production phases of programming, and Vice President Bert J. Hauser, in charge of co-op programs, will both report to administrative Vice President Johnson under the new setup, while Programs Vice President Herbert C. Rice and Sales Vice President Adolph N. Hult will report to Administrative Vice President Schmid.

The changes reportedly were set up by President O'Neil with the idea that, since he necessarily is away from Mutual headquarters frequently—he is head of General Teleradio Inc. which not only controls Mutual but also owns the Yankee and Don Lee regional networks and WOR-AM-FM-TV New York—the new set-up will permit easier coordination of administrative functions at the network and at the same time enable him to stay on top of developments at the highest echelons.

Observers, however, felt that by the same reasoning the moves could clear the way for a gradual diminution of his active direction of network affairs in the event that—as speculation has suggested—he decides at some future date to devote increasing amounts of his time to his family's overall General Tire interests, of which General Teleradio is but a part.

Meanwhile, strictly in the sales area, Mutual unveiled its plan for an extension of its "Multi-Message Plan" of selling program participations, offering a new "MB Sunday Plan" in which advertisers may buy commercial messages in three MBS top Sunday shows at $2,000 to $2,500 per message, depending on number and frequency.

Mr. Johnson

Mr. Wallen

The shows are *Counterspy* (4-4:30 p.m.), *The Shadow* (5-5:30 p.m.), and *Bulldog Drummond* (6-6:25 p.m.). Advertisers buying fewer than six messages will pay $2,500 each if they run at the rate of one a week; $2,400 each for two a week, and $2,300 each for three a week, according to the MB Sunday Plan. These rates scale down to the point where, for 13 messages or more, they cost $2,100 each if run at the rate of one or two a week, and $2,000 each if run three a week.

Each message consists of a one-minute commercial, plus opening and closing billboards. The rates quoted include time, talent, and agency commissions.

Castelman, Carlborg Named In CBS Radio, Tv Boosts

PROMOTION of George Castleman, member of the sales development department of CBS Radio Spot Sales, to manager of the department, effective today (Monday), succeeding Herbert A. Carlborg, who has assumed the post of director of editing for CBS-TV, was announced last week.

Before Mr. Castleman joined the CBS Radio Spot Sales unit in June 1951 he had been vice president and radio director of Bermingham, Castleman & Pierce, New York. He also had served the advertising department of the J. C. Penney Co. as a media assistant and copywriter.

Mr. Carlborg succeeds James Shattuck, who recently transferred to CBS-TV color sales, as director of editing. Mr. Carlborg first joined CBS' sales department as an account executive in 1933.

10 DAY SATURATION SCHEDULE

Sells 70 Automobiles

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

In August 1953, Dahl Motors, Ford agency in Davenport, received an extra shipment of new cars.

To sell these automobiles, Dahl planned ten day new car promotion sparked by 35 announcements on WOC radio. No other advertising was used except one classified ad in local paper.

Net results—41 NEW CARS SOLD . . . 29 USED CARS SOLD. This approximates $135,000 in sales at an advertising investment of less than ½-of-1 per cent.

Outstanding sales successes like the above is the one big big reason why BUSINESS IS BETTER THAN EVER AT WOC. Get further facts from your nearest F & P office.

WOC
THE QUINT-CITIES AM - FM ALSO TV

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

they're personal friends- OUR AUDIENCE and OUR TALENT

Bob Bender, WGY Sportscaster, talks baseball with Schenectady Little Leaguers.

And well might they be friends. For during the month of October WGY staff artists made more than 100 personal appearances in cities and towns that stretch across our coverage area—Cooperstown and Cobleskill, Cohoes and Saratoga. From Oneida in the West to Brattleboro, Vt., in the East. From Saranac Lake south through the river valleys to Catskill, our people are always out making new friends for WGY. It's great to be a good neighbor in such a beautiful neighborhood.

Don Tuttle, WGY Farm Editor, addresses a group at the Farmers Museum at Cooperstown, N. Y.

WGY

A GENERAL ELECTRIC STATION

SCHENECTADY, NEW YORK

Represented Nationally by Henry I. Christal Co. New York ★ Boston ★ Chicago ★ Detroit ★ San Francisco

KITE

NO DOUBLE SPOTS

NO SECRET RATES

the Other Guy never buys it for less on

KITE

San Antonio's Leading Independent

Nat'l Rep. John E. Pearson Co.

Check First

CLEVELAND'S CHIEF STATION

5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED BY

H - R REPRESENTATIVES

WJW

CLEVELAND'S Chief STATION

MBS AFFILIATES PLAN BILOXI PARLEY

The Mutual Affiliates Advisory Committee tentatively has set Jan. 18-19 for the sessions. Sure to be discussed: the currently-deferred 'program payment' plan.

AFFILIATES of the Mutual network will meet Jan. 18-19 in Biloxi, Miss., their first formal convention in a half-dozen years, under plans tentatively set up by the Mutual Affiliates Advisory Committee [CLOSED CIRCUIT, Nov. 23].

The meeting will be designed to consider proposals to give affiliates more and better programs that will bring more income to stations.

While no formal plans have been drafted, network and MAAC groups will discuss separately some of the ideas that have grown out of the MBS proposal to provide free programs for local sale rather than the normal network payments. This new affiliation concept fell through at a Nov. 4 MBS-MAAC meeting as the result of station opposition [B•T, Nov. 9].

Victor C. Diehm, WAZL Hazleton, Pa., chairman of MAAC, told B•T at the weekend that MBS stations responding to a memorandum suggesting the January meeting have been enthusiastic about the idea. MAAC members around the nation are contacting stations in their districts.

Shortly after sending his memo to 40 non-metropolitan stations in District 1 (N. Y., Pa., Md., W. Va.) the replies started coming in, he said. "Early indications are that the plan is being well received," he said. "We haven't said definitely that the meeting will be held but we have reserved dates at the Buena Vista hotel in Biloxi.

"If we get even 200 affiliates at Biloxi out of the 560 stations we may come up with something."

Possible December Meeting

Mr. Diehm said MAAC members probably will meet in December to plan an agenda for the convention. Another meeting will be scheduled Jan. 16, the Saturday before sessions open.

The format, as now conceived, would call for participation of network officials as invited guests. MAAC will make convention arrangements and handle all details. Affiliate station delegates will pay their own transportation and hotel expenses, with the network serving as host at two lunches and a dinner plus provision for a network hospitality room.

Mr. Diehm is expected to address MBS affiliates Dec. 11 from New York over the network's closed circuit. At that time plans will be taking shape and stations will be told of the convention details.

MBS stations have not had a full-fledged affiliates meeting since the NAB Atlantic City convention in 1947, according to Mr. Diehm. They have had promotion sessions during recent NARTB conventions as guests of the network, but not meetings at which stations could argue their problems.

Many of the network's affiliates, feeling MBS is a hookup of smaller stations in smaller markets, believe its service can be strengthened. They point out that MBS serves areas where television penetration is not powerful, areas that should remain strong radio markets during growth of tv.

The Biloxi meeting will give MBS executives a chance to submit proposals for program service and payments to affiliates. After the network has presented its proposals its spokesmen will be excluded as closed-door sessions get under way. At these closed meetings the affiliates will have a chance to say what they think and reach decisions. Then the network spokesmen are to be invited back to answer questions and discuss points at issue.

ABC Dystrophy Show

TWO-HOUR program titled "Dean Martin-Jerry Lewis Thanksgiving Party" was presented on 92 ABC-TV and 360 ABC Radio stations at 11 p.m. EST, last Wednesday, in support of the muscular dystrophy campaign. A kinescope of the show, featuring Bing Crosby, June Allyson, Danny Thomas, Jeff Chandler and Phil Harris, was played on 31 other tv stations on succeeding days. The program, which was not a telethon and included no appeals for pledges, was designed as a "Salute to the Letter Carriers of America," who are collecting funds for the Muscular Dystrophy Assns. of America research program.

Peter Potter Suit Citing CBS, Others, Is Settled

AN "amicable settlement" has been reached in the million-dollar damage suit filed by Peter Potter against CBS, Ross-Danzig Productions and program packagers Bart Ross and Frank Danzig, it was reported last week. Mr. Potter, m.c. on KNXT (TV) Hollywood's *Juke Box Jury* and ABC-TV's *Peter Potter Show*, filed suit in Los Angeles Superior Court last spring aginst defendents' *Platterpanel* show on KNXT [B•T, May 11].

According to the settlement agreement, both of Mr. Potter's shows will continue and the *Platterpanel* program continues as before. Mr. Potter's ABC-TV show is sponsored by Hazel Bishop and is seen in Los Angeles on KECA-TV. There is understood to be no conflict between this program and his *Juke Box Jury* on KNXT.

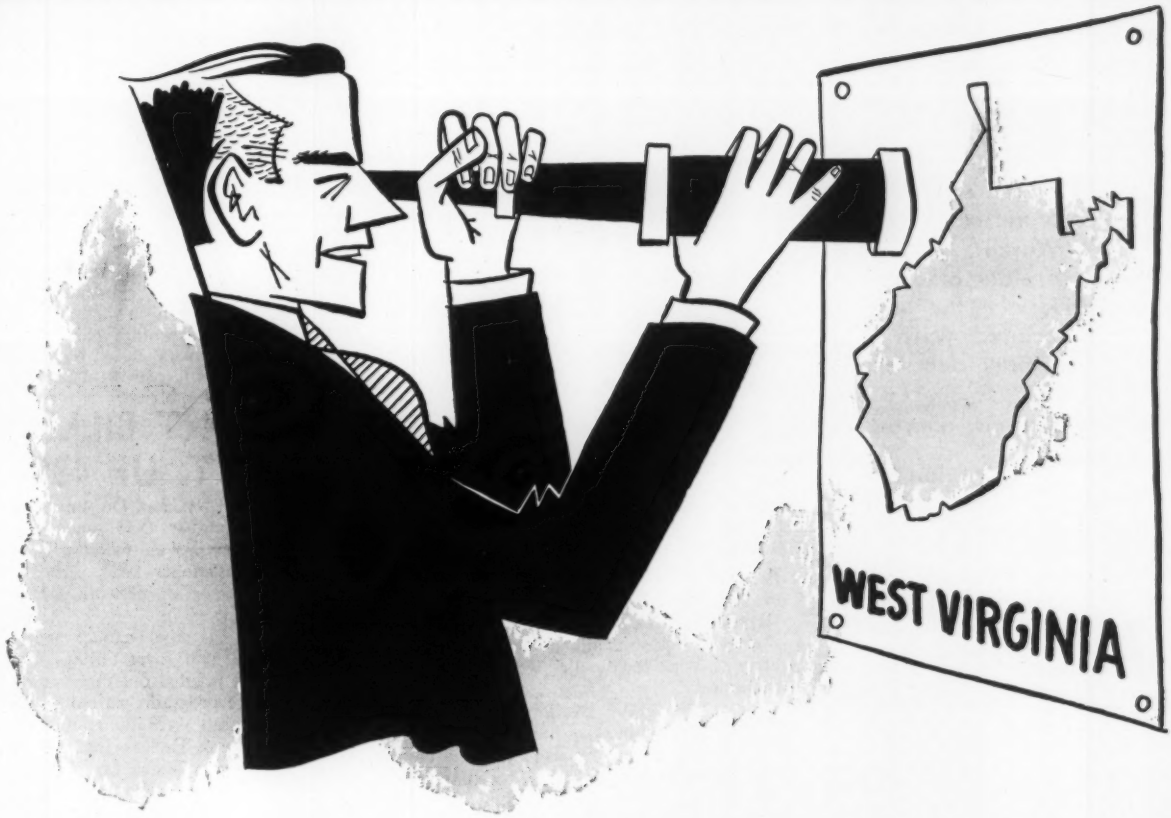
Under terms of the agreement, it was stipulated that KNXT's *Juke Box Jury* would not be allowed to suffer in the quality of weekly guests or effort. Additionally, exclusive use of Mr. Potter's local tv services has been retained for several years by KNXT.

AT&T Hooks Up 4 More

WCIA-TV Champagin, Ill., KGTT (TV) Des Moines, WIBW-TV Topeka and WNOW-TV York, Pa., have been connected into the AT&T nationwide video program transmission facilities for simultaneous reception of network tv programs for local rebroadcast. Network tv service now is available to 221 tv stations in 137 cities, according to AT&T. The company also has put into service a new radio relay system between Atlanta and Jacksonville, which, when fully developed, will be capable of carrying several tv programs and several hundred telephone conversations.

WKJG-TV Joins AT&T Hookup

WKJG-TV Fort Wayne, Ind., has been connected to the Bell Telephone System's nationwide tv network facilities, making network service available to 222 tv stations in 138 cities, AT&T announced.



SHALL WE SKIP OAK HILL, W. VA.?

NO, NO, NO!—UNLESS YOU HATE TO BUY RARE RADIO BARGAINS!

STATION COVERAGE DETAIL BY NCS AREAS

Total Radio Homes in Area	STATE NCS Area County	No. of Counties	DAYTIME 4-Week Cum. NCS Circ.	4-Week Cum. %*	Weekly NCS Circ.	Weekly %*	Average Day NCS Circ.	Average Day %*
	WEST VIRGINIA							
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
	MONROE							
	SUMMERS							
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
	BRAXTON							
	DODDRIDGE							
	GILMER							
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
	CLAY							
	WEBSTER							
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
	CALHOUN							
	JACKSON							
	WIRT							
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
	BOONE							
225,030	10 TOTAL	21	102,200		92,540		51,320	

*=% *of Radio Homes in Area*

We'd be the first to admit that Oak Hill, West Virginia, doesn't measure up to the market potentials of New York (or even New Haven!). But there's more to it than you'd think. For instance, where else in America can you get so many listeners for so little money — 102,200 daytime families for a cozy $21.60? (¼ hour, 26-time rate.)

We don't yet have a representative — but even so, our national business is constantly growing, with happy results for all concerned. Let us tell you more about us, including availabilities. Please write direct to Robert R. Thomas, Jr., Manager, at:

WOAY

OAK HILL, WEST VIRGINIA

5000 Watts, Daytime

20,000 Watts FM

FREE TIME ISSUE UP TO NETWORKS

New request for equal time from radio-tv networks comes from 'Daily Worker.' NBC and ABC may consider other bids from individuals for equal time if associated with the McCarthy-Truman 'debate.'

THE FREE time issue on a national, all-network basis, which still made news last week, was far from settled.

The issue started with Sen. Joseph R. McCarthy's demand that radio and tv networks grant him equal time and facilities to reply to a reference made to "McCarthyism" in a radio-tv address by former President Truman in a network talk [B•T, Nov. 23]. His request was granted. The Wisconsin Senator spoke on all networks Tuesday 11-11:30 p.m. EST. By Wednesday, the *Daily Worker,* Communist newspaper, had a demand before the networks that it in turn receive equal time to reply to references made in Sen. McCarthy's speech.

At the same time, ABC and NBC reportedly were considering giving time to persons criticized by the Senator. NBC was quoted as saying requests for facilities to reply to Sen. McCarthy would be considered on individual merits. ABC was quoted as planning to evaluate requests to determine if they came within the scope of the controversy.

Among those criticized by the Senator were Dean Acheson, former Secretary of State; John Paton Davies, attached to the U. S. Embassy in Peru, and Owen Lattimore, former State Dept. consultant.

CBS and Mutual did not comment immediately on what their policy would be on further requests.

The Democratic National Committee in Washington adopted a hands off policy. A spokesman, queried by B•T, said the committee "was not planning to ask for time to reply to Sen McCarthy. We feel that the network action [in granting free time to the Senator] poses an interesting question but we feel the press will explore that aspect." Reaction was summed up: "We are content to sit back and watch the Administration and McCarthy have at one another."

A check Friday revealed CBS Radio and CBS-TV were the only networks which had received the *Daily Worker* request for free time. Spokesmen at ABC Radio and ABC-TV, NBC Radio and NBC-TV and Mutual said they had received no request up to Friday afternoon. A CBS spokesman said the network was considering the request but had not reached a decision.

In a Definition

Although details were not given, it was believed the demands of the *Daily Worker* were based largely on Sen. McCarthy's single reference to the newspaper in a portion of his talk. Sen. McCarthy asserted that Mr. Truman and the *Daily Worker* agreed on the definition of "McCarthyism" . . . "word for word, comma for comma."

The demand by Sen. McCarthy for equal time to reply to Mr. Truman rested largely on the former President's allusion to "McCarthyism" in a radio-tv talk on Nov. 16 at 11-11:30 p.m. EST. Originally both NBC Radio and NBC-TV and CBS Radio and CBS-TV had notified the Senator they could make available to him only 15 minutes, although ABC Radio and ABC-TV and also Mutual offered a full half-hour. Sen. McCarthy was adamant on a half-hour period in the same slot allocated to Mr. Truman and the networks acceded on Nov. 20.

Meanwhile, results of a 10-city Trendex survey of Sen. McCarthy's talk on the three tv networks, made for NBC-TV, revealed the speech had attained a rating of 33.3. This compared with a 43.3 Trendex rating scored by Mr. Truman's speech. Trendex reported 38.8% sets in use at the time Sen. McCarthy spoke as against 48.3% at the time of Mr. Truman's talk.

Sen. McCarthy, in another and separate proceeding, granted a request of the Radio-Newsreel-Television Working Press Assn. of New York for equal privileges with newsmen representing printed media in covering hearings of his committee in New York, starting last Tuesday.

The association had called on Sen. McCarthy on Nov. 18 to make clear that he would permit films and recordings to be made of the proceedings, pointing out there had been reports that representatives of these media would be barred. Roy Cohn, counsel for Sen. McCarthy, notified the association last Monday that a proposed ban on the making of newsreel films and on recordings had been abandoned and that members were free to cover the hearings.

Big Three Coverage

FAST-BREAKING tv coverage of the Big Three conference between President Dwight D. Eisenhower, British Prime Minister Winston Churchill and French Premier Joseph Laniel in Bermuda, Dec. 4-8, is planned by NBC-TV, CBS-TV, and ABC-TV with films of each day's proceedings expected to be ready for telecast later that day. Films will be flown to Washington by a plane made available by the Defense Dept. and will be placed on network from Washington or be relayed to New York by regular commercial airlines. Members of the Washington staffs of NBC-TV, CBS-TV and ABC-TV will prepare the material for use on special shows and regular news programs.

DUMONT BILLINGS IN OCT. UP 43%

GROSS BILLINGS of DuMont Television Network for October 1953 amounted to $1,373,808, representing an increase of 43% above billings for October 1952, Gerry Martin, DuMont's director of network sales, announced last week.

Stressing that the October figures showed a "substantial gain" over billings for September, Mr. Martin pointed out that among the advertisers whose programs started on DuMont during the month were R. J. Reynolds Tobacco Co., Benson & Hedges Inc., American Chicle Co. and Benrus Watch Co.

"Potential advertisers are beginning to recognize the fact that DuMont, which always has ranked first in economical tv, is striking out into the field of high-calibre production with success," Mr. Martin observed. "Prospective sponsors who saw such shows as *Foursome, One Minute, Please, Joseph Schildkraut, Colonel Humphrey Flack* and *Dollar a Second* are becoming increasingly aware of DuMont's abilities in producing multi-set, large-cast programs that are still far below the costs run up by other tv outlets."

MBS Promotes Algus

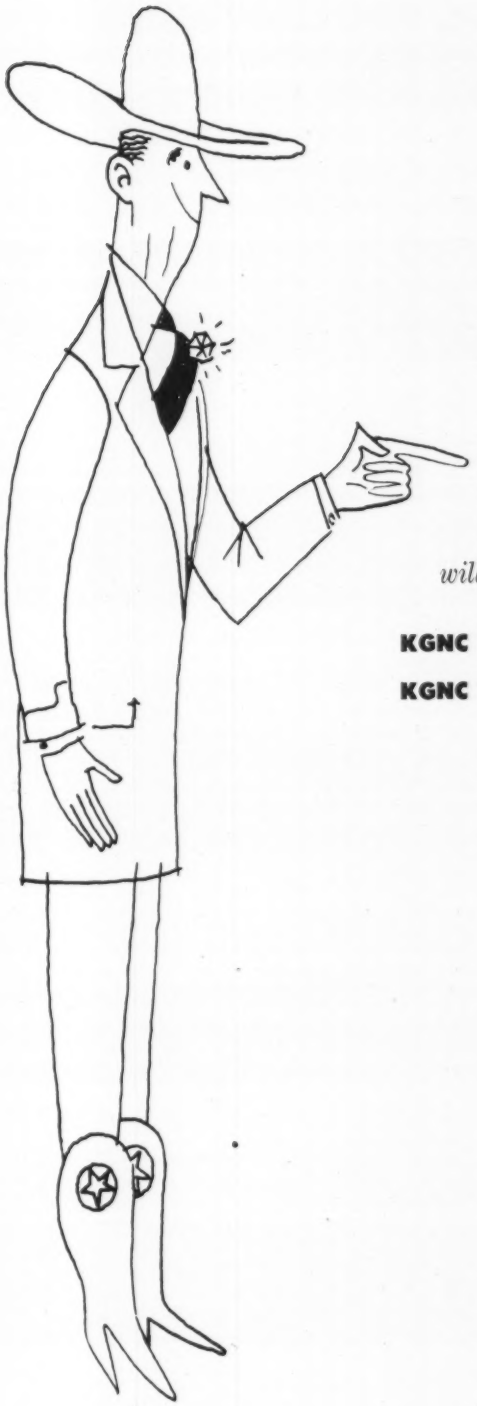
PROMOTION of Harold J. Algus, a member of Mutual's press information department since 1948, to manager of press information was announced last week by Francis X. Zuzulo, director of press information. Mr. Algus fills a position that has been vacant for more than a year. In his new assignment, he will be responsible for the operation of the press information department's regular services to MBS affiliates and editors throughout the country. He will continue to supervise the production of the network's syndicated feature page in addition to writing his "Uptown-Downtown" column.

Shakespeare on NBC

TWO-HOUR production of Shakespeare's "King Richard II" will be presented on NBC-TV's *Hallmark Hall of Fame* program on Jan. 24, 4-6 p.m. EST, under sponsorship of Hall Bros. Inc., Kansas City (Hallmark Greeting Cards). The firm also sponsored NBC-TV's presentation of "Hamlet" last April.

Armchair vs. Grandstand

NBC estimated last week that 60 million persons would see last Saturday's Army-Navy football game on television, as against 102,000 in the sold-out stands. The service classic was carried on NBC-TV (starting at 1:15 p.m. EST) under sponsorship of General Motors, which also sponsored Army-Navy on NBC Radio as well as the full season of NCAA-approved telecasts of collegiate games on NBC-TV.



Effective December 1

THE KATZ AGENCY

will represent us.

KGNC AM
KGNC TV

Amarillo, Texas

Color Tv Will Be 'Luxury,' Bonfig Tells Ad Club

COLOR television for the mass market is "at least two years away" and will be a "luxury item, not only for the set purchaser, but also for the sponsor for a long time." There will be a "combination of color and black-and-white broadcasting service running far into the future."

These views, expressed by H. C. Bonfig, vice president and sales director, Zenith radio Corp., were given in an address last Tuesday before the St. Louis Adv. Club.

Asserting color will come in "an orderly manner without penalizing the present and future owners of black-and-white receivers," Mr. Bonfig said he is more concerned "with the mounting costs of television time and production." He felt tv "needs to set its economic house in order," what with added color costs inevitable, by adding subscription tv. He quoted NARTB statistics indicating 30% of new video outlets will operate in the red next year.

Mr. Bonfig said Zenith is producing 100 color tv receivers for a showing in January. He said color sets probably will reach the market by mid-1954 and noted the cost will be very high—from $800 to $1,000—"surely not a mass market price." But, he added, even with the eventual arrival of colorcasting, "there will be plenty of black-and-white programs to view."

Mr. Bonfig also claimed that "an additional consideration" will have an effect of "slowing up the spread of color," viz., public demand for larger images on monochrome sets.

No Tv Set Slump—Hopkins

PURCHASES by dealers of Emerson tv receivers in 25 markets have increased 39% in the past 10 weeks, compared to the same period in 1952, David J. Hopkins, director of sales and advertising, Emerson Radio & Phonograph Corp., reported last week. After a seven-week tour of 25 markets in 19 states, Mr. Hopkins said "contrary to published reports of a so-called tv 'slump,' Emerson has increased its sales as against last year, which trend can be attributed to our mass production of popular-priced receivers—with a list price of $250 or less. These models represent 70% of our current production . . . Our factory has no inventory of these models, and, in the territories I visited, less than a week's supply can be found in distributors' or dealers' stocks."

DuMont Honored

DR. ALLEN B. DuMONT, president of the Allen B. DuMont Labs., has been elected to the "Hall of Fame in Distribution" by the Boston Conference on Distribution for his "contributions to the advancement of distribution through television." The Boston Conference is a permanent group sponsored by the Boston Chamber of Commerce and leading Massachusetts universities and colleges.

RCA Ships Six Transmitters; GE Completes Six Orders

RCA Victor Div. reported the shipment of transmitting equipment last week to six tv stations. Four stations were sent 25 kw vhf transmitters: WTVR (TV) Richmond, Va., ch. 6; WBNS-TV Columbus, Ohio, ch. 10; WSTV-TV Steubenville, Ohio, ch. 9, and Carolina Tv Co.'s new station on ch. 4 in Greenville, S. C. Two outlets were shipped 10 kw vhf transmitters: KWTV (TV) Oklahoma City, Okla., ch. 9, and WEAR-TV Pensacola, Fla., ch. 3.

General Electric Co. last week reported shipments of one transmitter, three antennas, and two amplifiers to tv stations. A 5-kw transmitter and two-bay antenna went to WGAN-TV Portland, Me., ch. 13; 12 kw amplifiers to WCOC-TV Meridian, Miss., ch. 30, and WCAN-TV Milwaukee, ch. 25; a 12-bay antenna to KHOL-TV Holdredge, Neb., ch. 13, and a five-bay antenna to WJHP-TV Jacksonville, Fla., ch. 36.

Gates Sends 6 Transmitters

GATES Radio Co. General Sales Manager L. J. Cervone has reported that the company recently has shipped transmitters to stations as follows: 250 w to WLAD Danbury, Conn. (replacement), and WCLB Camilla, Ga. (new station); 500 w to WCSI Columbus, Ind. (replacement), and KVLB Cleveland and KBLP Falfurrias, both Tex. (new stations); 5 kw to KTLN Denver (increase in power).

Color Tv Seen as Chance To Up Present Set Prices

COLOR television may be a blessing in disguise to the black-and-white set industry if manufacturers will scale their prices higher and build better receivers, John H. Cashman, president of Radio Craftsmen Inc., Chicago, reports.

Mr. Cashman said set-makers cannot build a good tv receiver at some of the low prices now advertised and felt "this would be a good time for manufacturers to get into the higher-priced tv bracket—to take advantage of the new scale of prices introduced by color tv to build better tv sets, and price them accordingly."

He suggested if manufacturers produce half or one third of estimates previously given for next year—from five to seven million black-and-white sets—both the public and companies would benefit. He thought price estimates on color sets, $700 to $800, might represent an "invaluable assist" in setting new price scales on monochrome receivers.

RCA Fellowships to Six

RCA FELLOWSHIP Awards by RCA have been presented to five scientists and graduate engineering students for the 1953-54 college year, it was announced last week by Dr. C. B. Jolliffe, vice president and technical director of RCA. Recipients of the awards, which range from $1,800 to $2,700, are: Harold S. Rothman, New York; Robert C. Miller, New York; William Y. Stevens, Portland, Me.; Peter H. Lord, Englewood, N. J., and Robert A. Kudlich, Urbana, Ill.

Smaller C-C Tv Camera

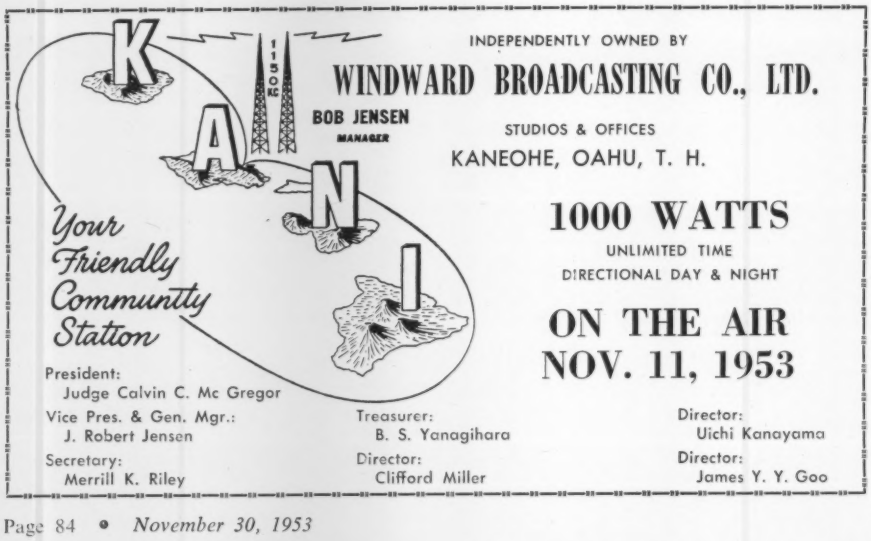
DAGE Electronics Corp., 69 N. 2d St., Beech Grove, Ind., has announced "a new and smaller" tv closed circuit camera for use in industry, commerce and education, with a line of accessories. The camera, Model 50-A, is 4¼ inches wide, 6⅛ inches high and 9⅛ inches long, weighs 7½ pounds and requires seven tubes. The unit is priced at "less than $1,000."

Jerrold Ups Cooley, Tarlton

CAYWOOD C. COOLEY has been named vice president and general manager of Jerrold Service Corp., Milton J. Shapp, president of Jerrold Electronics Corp., Philadelphia, announced last week. Mr. Cooley formerly was assistant to the president in charge of engineering. Robert J. Tarlton, who formerly headed the service company, has been named manager of Jerrold's Community Operations Division.

Stroboscope Used for Records

IMPROVED fidelity in playing of phonograph records by means of a multi-speed stroboscope built in turntables is reported by Zenith Radio Corp. The built-in time pulse that keeps electric clocks on time has been adopted for accurate playing of records, according to Zenith's Research Division. The user can play all makes of records at exact recorded speeds—78, 45, and 33 rpm—with the new device, the firm claims. Heart of the Stroboscope is a special light bulb illuminating a small window at the side of the turntable. Setting a control makes passing dots stand still and gives exact readings.



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NARTB SPORTS UNIT OPENS CAMPAIGN AGAINST RESTRICTIONS ON RADIO-TV

First meeting of the newly-formed committee initiates protests to the NCAA against its current limitations on telecasting of college sports events.

THE FIRST concerted drive by the nation's broadcasters to break down restrictions on radio-tv coverage of sports events—a No. 1 attraction for both listeners and viewers—was launched last week by NARTB's brand-new Sports Committee.

On the heels of its initial meeting, a two-day New York session which ranged over a broad field of sports coverage problems, the committee sent a telegram Wednesday to the NCAA Tv Committee urging reconsideration of its restrictive collegiate football tv coverage policy in the light of public interest, the broadcasters' responsibilities, and the obligations and self-interest of the NCAA itself.

Overriding Obligation

"We believe the broadcasters share with you an overriding obligation to the public itself," Sports Committee Chairman George J. Higgins, KMBC-AM-TV Kansas City, wired NCAA Television Committee Chairman Bob Kane of Cornell U. and NCAA President Albert B. Moore of the U. of Alabama.

"We believe this obligation is not met by current practices, and urge your committee to reconsider the current limitations contained in the NCAA television football schedule."

The telegram was drafted after lengthy committee conferences which also were attended by representatives of all of the nationwide networks except DuMont. It appeared significant that among the network executives sitting in was one from NBC, which was picked by NCAA to carry this year's and last year's NCAA-approved football tv schedule.

The telegram was sent virtually on the eve of the NCAA Tv Committee's own meeting yesterday (Sunday) in Washington.

Asa S. Bushnell, chairman of the NCAA Tv Committee, told B•T Friday that the committee's Sunday meeting was to "review experiences" of the past football season. He said the meeting is held each year toward the end of the college football season in order to lay groundwork for the committee's annual report to the NCAA convention in January. Another item on the agenda was to be a preliminary report for 1953 by the National Opinion Research Center, which has been conducting surveys for the NCAA for the past several years on the effects of tv on attendance at college football games.

While its first action was aimed at relieving NCAA restrictions on television coverage of collegiate football game the NARTB committee in its deliberations ranged over a variety of sports coverage questions and signified its intention of acting as it deems necessary to loosen shackles on radio-tv coverage of any sports and to help gain for the broadcast media—including the working sportscasters—the recognition it feels they deserve.

The committee agreed, for instance, that subject to approval of the NARTB management it would send representatives to attend all principal sports meetings—the major and minor league meetings in baseball, for example; pro football league sessions; NCAA's regular conventions; meetings of the Big Ten, West Coast and other conferences in collegiate football, and corresponding sessions in basketball and other sports.

To gather ammunition for its argument that NCAA restrictive practices arouse public opposition and may harm rather than help collegiate football, the committee decided to ask a group of selected tv broadcasters across the U. S. to provide the committee with a resume of public reaction to the NCAA's current policies insofar as their own respective areas are concerned.

The committee, itself composed of representatives of many geographical sections, made clear in the telegram to the NCAA Tv Committee that it felt "that such restrictions as now exist may lead, in the long run, to a dissipation of interest in the game as well as an adverse public sentiment against the NCAA and its member institutions."

The telegram said:

"The Sports Committee of NARTB has just completed a two-day meeting in New York. During the course of our discussions, much time was devoted to a review of the NCAA television plan. Members of the committee come from all sections of the nation. As you prepare to review reaction to the NCAA plan, as evident in the 1953 football season, the committee felt you would be interested in its own frank appraisal.

"Generally, the committee feels that the present NCAA plan is contrary to the public interest insofar as it deprives large segments of the public an opportunity to see those games in which they are particularly interested because of sectional loyalties. Committee members and other broadcasters have encountered numerous complaints by the public against the NCAA plan and the committee members feel they should strongly urge upon you a serious consideration of this negative public reaction—in the interest of the public itself, as well as in the interest of the NCAA's members and the nation's telecasters.

Restrictions Hurt Game

"The NCAA has contended that unrestricted telecasting of football games will destroy the game. This committee believes that such restrictions as now exist may lead, in the long run, to a dissipation of interest in the game as well as an adverse public sentiment against the NCAA and its member institutions.

"The FCC has predicted that there will be 500 television stations on the air by March 1954, and this number doubtless will increase by the time the next football season rolls around. Nearly all of these stations will be located near colleges and universities which have footbal teams—and near audiences which include thousands of individuals who can become fans of the game through exposure to it via television.

"We—all of us who are trustees of the broadcasting media—sincerely feel that we fail in part to meet our responsibility to the public interest if we are not enabled to provide a full service of sports. We are enjoined from doing so by the present NCAA plan.

"We believe the broadcasters share with you an overriding obligation to the public itself. We believe this obligation is not met by current practices, and urge your committee to reconsider the current limitations contained in the NCAA television football schedule."

Aside from the NCAA tv question, sports subjects which came under committee scrutiny during last week's sessions, held on Monday and Tuesday, included that of "continued watchfulness" of major league baseball's 50-mile rule with respect to broadcast play-by-plays; promotion of the fact that radio and tv will increase gate receipts rather than lower them; high school bans on radio-tv coverage, based on contentions that broadcasts lessen gate receipts; closer cooperation between sports staffs of stations and sports officials, coaches and promoters in supporting local sports events insofar as possible in order to promote good will and combat unfavorable propaganda about broadcast coverage, and statements of policy or agreements arrived at between stations and school systems as result of membership and state association canvassing.

It was reported that members of one state broadcasters association have arranged a standard origination fee for each game, through a committee which handles all sports problems in the state which are referred to it.

Broadcasters in other states were reported to be encountering various problems, ranging from bans on coverage of games to bans on inclusion of commercial advertising in broadcasts of games.

The committee decided to ask NARTB to arrange a survey of broadcasters to see what areas carry restrictions barring radio from college and scholastic sports events. The committee is to recommend action to the board.

The question of theatre tv also was discussed, but it was agreed that broadcasters should not try to improve relationships with organized sports by getting into a squabble with theatre tv interests.

Among the "miscellaneous suggestions" offered to the Sports Committee in advance of the meeting was one that "sports broadcasting should be considered news broadcasting and not show business." Another was that NARTB might issue radio-tv sportscasters' press cards as an official credential, to serve as a means of identification and also to give sportscasters national status.

Most of the questions up for discussion at the meeting were submitted by NARTB members and state associations in response to a letter sent out in advance by Robert K. Richards, NARTB administrative vice president, asking for suggestions for Sports Committee consideration.

Members and associations from some 25 states were heard from.

Members of the Sports Committee include, almost without exception, broadcasters who have notable backgrounds in sports—as former athletes, as sportscasters, as operators of sports-strong stations, or as men who have had considerable experience in negotiations dealing with sports.

In addition to Chairman Higgins, the committee consists of John Fulton, WQXI Atlanta;

Pasadena Pays Off

RADIO-TV rights to the annual football Rose Bowl classic at Pasadena, Calif., New Year's Day have brought in about $1.5 million during the tenure of a three-year agreement between the Pacific Coast Conference and the Big Ten, the *Chicago Tribune* reported last week. The agreement, which expires with UCLA-Michigan State College game this January, must be renewed, the paper said. Gillette Safety Razor Co., Boston, once again will sponsor coverage of the Rose Bowl football game in Pasadena on New Year's day on NBC Radio and NBC-TV, starting at 4:45 p.m. EST. Agency is Maxon Inc., N. Y.

R. B. Hanna Jr., WRGB (TV) Schenectady; Harold Hough, WBAP-TV Fort Worth; Ben A. Laird, WDUZ Green Bay, Wis.; William B. McGrath, WHDH Boston; Charles F. Mallory, KSJO San Jose, Calif.; D. L. (Tony) Provost, WBAL-TV Baltimore; Ben Strouse, WWDC Washington; Robert Tincher, KVTV (TV) Sioux City; Gene Trace, WBBW Youngstown, Ohio, and M. C. Watters, WCPO-TV Cincinnati.

All members were present with the exceptions of Messrs. Hough and Watters, who were excused.

Additionally, the following attended from networks:

Davidson Taylor, NBC; Judson Bailey and John Derr, CBS; Leslie Arries and Tom Velotta, ABC, and Roy Danish, Mutual.

Those on hand from the NARTB staff included Justin Miller, board chairman and general counsel; President Harold E. Fellows; C. E. Arney Jr., secretary-treasurer; Thad Brown, vice president and counselor to the tv board; Mr. Richards; Robert Church, attorney, and Ralph Hardy, vice president in charge of government relations.

The next Sports Committee meeting is expected to come shortly after the NARTB board meeting in January.

ILLINOIS COLLEGES OPPOSE NCAA PLAN

Lake Forest College athletic director, John Breen, reports seven small Illinois colleges (four of them NCAA members) don't like NCAA's restricted tv plan because it ignores their interests.

SOME smaller schools in Illinois are opposed to National Collegiate Athletic Assn.'s restricted tv football program but have shied away from collective action against it at this time, it was reported last week.

John Breen, athletic director at Lake Forest College, Lake Forest, Ill., said Wednesday that, on the basis of informal discussions he has had with directors of these schools, they felt they had been "railroaded" into accepting the plan.

Mr. Breen criticized NCAA's tv policy during a session of the Chicago Quarterback Club a fortnight ago. He charged NCAA has ignored the interests of smaller schools, said telecasts do not hurt smaller colleges and that NCAA's Tv Committee is "selfish and arrogant" [B•T, Nov. 23].

Mr. Breen reported on the sentiments of seven member schools of the College Conference of Illinois, four members of which belong to the NCAA, including Wheaton and Lake Forest. He said he introduced a resolution at CCI's meeting last week calling for disapproval of the plan but the conference decided it would take no action at this time.

Meanwhile, the *Chicago Tribune's* sports editor, Arch Ward, who has spearheaded a movement against NCAA tv policy, called on many Midwest schools to renounce NCAA membership in their own best interests.

In his "Wake of the News," Mr. Ward said the "ludicrous NCAA television program is all the evidence we need to point out the necessity for forceful action by Midwest universities." He added: "Maybe it's time to tell the NCAA to take a jump in the lake." He had noted that the Ivy League had taken such action by denouncing the NCAA tv policy.

Mr. Breen said that unless NCAA relaxes its plan, the legislature (State of Illinois and elsewhere) may take a hand in the issue. Meanwhile, he said, he felt the NCAA program would continue another year, perhaps with some easing of limitations on regional telecasts.

He asserted that "General Motors is not getting the best for its money" when it bows to NCAA's restrictions on games to be televised and in what sections of the country. He added that "maybe the sponsor will wake up some day and realize this."

Mr. Breen scored NCAA for not permitting smaller schools to vote on its tv policy by mail, insisting that in those universities athletic directors serve "double duty" as football and basketball coaches and can't attend NCAA meetings. Only Wheaton and Lake Forest have attended these sessions, he added. Their athletic directors could not be reached for comment.

"Television doesn't hurt us," Mr. Breen declared. "Small schools have their own followings and our alumni, students and friends will show up at our games no matter what is being televised. Athletics at our type of college are not conducted for gate receipts. . . . The NCAA is not doing an intelligent job."

The College Conference of Illinois comprises, besides Wheaton and Lake Forest, such schools as Elmhurst, North Central, Illinois Wesleyan, Milliken and Augustana, with registration ranging from 600-800 students, except Wheaton with about 1,500.

UHF TV ASSN. HOLDS FIRST MEETING; 'EFFICIENT' ALL-CHANNEL SETS URGED

Also recommended among a nine-point program are production of high-power uhf transmitters, public relations policy, legal action within FCC, negotiations with FCC and networks on affiliation agreements, objective research and liaison with other trade groups.

RECOMMENDATION for an industry-wide project to result in the development and general distribution of "efficient" all-channel tv receivers and the production of high-power uhf transmitters highlighted a nine-point program adopted at a two-day meeting in New York last week of the newly-formed Ultra High Frequency Tv Assn.

Other objectives voted by the association's board of directors at the concluding session Tuesday were:

1. A public relations policy to center public attention on the positive superiority of uhf reception over vhf and the greater promise for the future of uhf.

2. Legal action within FCC to restore the balance between uhf and vhf facilities and to prevent new allocations or regulatory actions harmful to the public and the uhf industry.

3. Negotiations with the Commission and with networks to achieve better and more stable affiliation agreements for uhf stations.

4. Objective research into receiver production, conversion and distribution among the public to aid and encourage uhf advertisers.

5. Cooperative liaison with other trade associations in the tv field to provide better programming, more economical station operation, compliance with tv codes of good practice and improved service to the public.

6. Factual presentation to Internal Revenue Service of special problems of equipment obsolescence faced by the uhf industry, in order to obtain more realistic treatment of depreciation bases.

7. Cooperation with all governmental agencies to establish uhf as a fully competitive, independent television service, integrated with the national defense of the country.

8. Fifty new members of the association by the time of the February 1954 meeting.

At round-table seminars conducted at the meeting, the strongest complaint registered by uhf operators was the scarcity of all-channel tv sets in uhf markets. They declared the converters were not doing the job efficiently; that there were not enough trained repairmen to install and service uhf sets, and that set manufacturers are lagging behind in the production of genuine all-channel receivers.

FCC Criticized

Station operators criticized FCC on grounds that Commission members are succumbing to "Congressional and political pressures to accelerate vhf grants even in cities which already have uhf grants."

Two new regional representatives elected by the board were Byrne Ross, KLPR-TV Oklahoma City, and Ben K. McKinnon, WGVL-TV Greenville, S. C. Officers of the group are Lou Poller, WCAN-TV Milwaukee, president; Don Faust, WENS (TV) Pittsburgh, vice president, and Harry Tenenbaum, WTVI (TV) Belleville, Ill.

Other members of the board of directors are Marshall Pengra, KSTM-TV St. Louis; Jack Garrison, KACY (TV) Festus, Mo., and Messrs. Faust, Poller and Tenenbaum. William A. Roberts and Melvin A. Goldberg, both of Washington, are general counsel and acting executive secretary of the association.

In attendance at the meeting were:

Messrs. Ross, McKinnon, Tenenbaum, Pengra, Garrison, Poller, Roberts, and Frank Lyman, WTAO-TV Boston; S. Bernard Berk, WAKR-TV Akron; Lou Froelich, WIFE-TV Dayton; Cmdr. Mortimer Loewi and Wallace E. Stone, WITV (TV) Miami; R. Runnerstrom, WLOK Lima, Ohio; John Hyatt, WTVI (TV) Belleville, Ill.; Joe Eaton, WKLO-TV Louisville; C. G. Alexander, representing WFTV (TV) Duluth, Minn., and WICS (TV) Springfield, Ill.; Charles E. Smith, WTBO (TV) Cumberland, Md.; Peter Kenney, WKNB-TV New Britain, Conn.; Benedict Gimbel, WIP-TV Philadelphia; Philip Merryman, WICC (TV) Bridgeport, Conn.; Ansel Gridley, WWOR (TV) Worcester, Mass.; Richard Hubbell, WGLV (TV) Easton, Pa., and Martin Kramer, KCTY (TV) Kansas City, Mo.

Listening in at some sessions were representatives of RCA, CBS-Columbia, ABC, CBS, and of several tv station representative companies.

The meeting was the first industry-wide gathering of uhf operators and construction permit holders. Another meeting will be held in February at a date and place to be fixed.

Radio Free Europe Drive

CAMPAIGN to raise $10 million to aid Radio Free Europe was organized last week by The Advertising Council and the American Heritage Foundation. Henry Ford II, president of Ford Motor Co., will be chairman of the drive, which starts Jan. 1.

Thomas D'Arcy Brophy, president of the foundation, said the purpose of the drive is "to help end World War III before it starts." Radio Free Europe aims to reach 70 million people under Red domination by regular broadcasts over a network of 21 transmitters. Radio Free Europe is staffed by Iron Curtain exiles.

RADIO-TV GROUP OPPOSES LICENSE FEES

Joint meeting of California and Southern California broadcasters also takes stand for continued support of educational tv and appears optimistic over radio's future.

OPPOSITION to a newly-proposed Federal license fee on radio and television stations, continued support of educational tv and optimism over commercial radio's future, highlighted the annual day-long joint meeting Nov. 20 of the California State Radio & Television Broadcasters Assn. and the Southern California Broadcasters Assn. at Hollywood's Roosevelt Hotel.

The radio-tv group unanimously adopted a resolution opposing the Bureau of Budget's new directive which requires the FCC to collect fees from those it licenses [B•T, Nov. 16].

The State Broadcasters' legislative committee was directed to take immediate steps to fight the new directive in cooperation with the NARTB. Copies of the resolution were to be sent to California's senators and representatives in Washington.

'Advice and Assistance'

Present policy of "advice and assistance" to educational tv in California will be followed by the state group, it was unanimously agreed after a report on "The State of Educational Tv" from the retiring State Broadcasters' president, Arthur Westland of KRE Berkeley.

"This year is going to be one of the best in the history of radio and those years ahead can be as good" was the prediction on the future of the industry made by Guy della-Cioppa, vice-president in charge of CBS Radio programs, Hollywood, guest speaker at the luncheon session.

Radio, giving its audience "the priceless ingredient of self-identification," can find its place in our advertising structure alongside television, he said. In order to maintain its position, radio must make every effort to attract outstanding talent, the CBS executive declared. He noted already many Hollywood stars are being attracted further to the medium because it takes less time than tv and permits them to continue in theatrical motion pictures.

Mr. della-Cioppa said that despite the growth of television as a "magnificent new advertising medium," radio, through "creative programming" and energetic sales effort, will be able to convince more and more advertisers that "dollar for dollar, radio is still their best advertising buy."

William J. Beaton, vice president and general manager, KWKW Pasadena, succeeded Mr. Westlund as president of the CSRTBA. Elected vice presidents were George Greaves, general manager, KNBC San Francisco, and Richard T. Sampson, general manager, KPHO Riverside. Gene De Young, president and general manager, KERO-AM-TV Bakersfield, was named secretary-treasurer.

Besides the new officers and Mr. Westlund, the board of directors includes William B. Smullin, president and general manager, KIEM-AM-TV Eureka; Charles B. Grant, owner-general manager, KDON Santa Cruz; Les Hacker, general manager, KVEC-AM-TV San Luis Obispo, and Harry Maizlish, president, KFWB-AM-FM Hollywood.

Ad Fraternity Elects Rider

ROL W. RIDER Jr., account executive, Young & Rubicam Inc., has been elected president of the Los Angeles Chapter of Alpha Delta Sigma, national professional advertising fraternity. Other officers for 1953-54 are Phil Dexheimer, Hollywood account executive, KBIG Avalon, first vice president; Norman Moeller, account executive, William W. Harvey Inc., vice president, campus activities; D. J. Gould, sales and public relations, Western Lithograph Co., vice president, alumni activities; Walton Brown, advertising manager, Northrop Aircraft Inc., secretary-treasurer.

Detroiters to Hear Saudek

DETROIT Television Council will hear Robert Saudek, director of the Ford Foundation's Radio & Television Workshop, at its meeting to be held Dec. 10. Invited guests of the Detroit Television Council will be members of local media and advertising organizations. Mr. Saudek will discuss "Today's Television—Ceiling Unlimited."

MASS consumption, not mass production, is problem facing advertising in next decade, according to Atlanta address by John P. Cunningham (c), executive vice president, Cunningham & Walsh, New York. He spoke before fall meeting of Southeast Chapter, American Assn. of Advertising Agencies. Meeting delegates included (l to r): Earle Ludgin, Earle Ludgin & Co., Chicago; Tucker Wayne, Tucker Wayne & Co., Atlanta, and chairman of Southeast Chapter AAAA; Mr. Cunningham; Dan W. Lindsey, Lindsey & Co., Richmond, and J. P. Napier, A. C. Nielsen Co., Chicago.

FUNDAMENTALS of radio and tv broadcasting, plus historic material, are condensed for public information in a new booklet issued by NARTB. It is titled *Radio—U.S.A.* and bears this cover decoration with a functional motif.

NARTB Begins Distribution Of Booklet 'Radio—USA'

NARTB has begun distribution of a new publication, *Radio—U.S.A.*, designed to tell listeners the facts about the American system of broadcasting and how it operates. Author of the booklet is Fran Riley, NARTB manager of information.

Harold E. Fellows, NARTB president, in a foreward said, "In truth, radio has become a habit. Like any other habit, it is taken for granted—its origin often unexplored and its function accepted without question. Yes, to millions of listeners, radio is a mystery."

Radio Wave Behavior

The booklet will be distributed by NARTB and its member stations. Chapters deal with the behavior of radio waves, what happens when a sound is heard and then picked up by a microphone, tuning, regulation, FCC, Congress, operation of the commercial system, programs, history, advertising, extent of listening, program preferences, networks, transcriptions, fm, station operations, Conelrad and information programs.

N. Y. AP Group Names Benton

MONROE BENTON, news director of New York-owned WNYC, was elected president of the New York State AP Broadcasters Assn. at its annual meeting on Nov. 22 in Albany. Other officers elected were Martin Mannix, WIRY Plattsburg, vice president, and Norris Paxton, AP bureau in Albany, secretary. Named to the board of directors were Richard Tobias, WCLI Corning; Lansing Christman, WGY-WRGB Schenectady, and Albert Lawson, WALL Middletown.

BAB BOARD NAMES ITS COMMITTEES

NEW MAKEUP of BAB board of directors' committee was announced last week. They were appointed at the Nov. 17 board meeting [B•T, Nov. 23].

The executive committee, headed by Joseph Baudino of Westinghouse Radio Stations, also includes Simon Goldman, WJTN Jamestown, N. Y.; William H. Fineshriber Jr., NBC; Adrian Murphy, CBS Radio; William B. Quarton, WMT Cedar Rapids; Kenyon Brown, KWFT Wichita Falls, Tex., and Allen M. Woodall, WDAK Columbus, Ga.

Finance committee consists of Ward D. Ingram of KHJ Los Angeles, chairman; Charles T. Ayres, ABC; Robert A. Schmid, Mutual; H. Preston Peters, Free & Peters, New York; Robert Dunville, WLW Cincinnati, and John S. Hayes, WTOP Washington.

Membership committee is composed of William McGrath, WHDH Boston, chairman; John Meagher, KYSM Mankato, Minn.; George J. Higgins, KMBC Kansas City; Arch L. Madsen, KOVO Provo, Utah, and James H. Moore, WSLS Roanoke, Va.

Bylaws committee is made up of Robert D. Swezey, WDSU New Orleans, chairman; Howard Lane, KOIN Portland, Ore., and Donald W. Thornburgh, WCAU Philadelphia.

Plans Unit Intact

The plans committee, its composition unchanged, consists of Donald W. Thornburgh, WCAU Philadelphia, chairman; Edward Breen, KVFD Fort Dodge, Iowa; Al Cadwell, KOAT Albuquerque; Charles H. Crutchfield, WBT Charlotte; George J. Higgins, KMBC Kansas City; Howard Lane, KOIN Portland; Winslow Leighton, WSNY Schenectady; Henry P. Johnston, WAPI Birmingham; Robert J. McAndrews, KBIG Avalon, Calif.; William A. McGuineas, WGN Chicago; Daniel C. Park, WIRE Indianapolis; F. C. Sowell, WLAC Nashville; Ben Strouse, WWDC Washington; Owen F. Uridge, WQAM Miami; Walter E. Wagstaff, KIDO Boise; Ralph N. Weil, WOV New York; George Bristol, CBS Radio; Oliver Treyz, ABC; James Tyler, Mutual; Ridgway Hughes, NBC; Eugene Katz, The Katz Agency, and Robert Meeker, Robert Meeker Assoc.

Ellsworth, Cranston to BAB

APPOINTMENTS of T. B. Ellsworth and Harold Cranston to the staff of BAB effective today were announced last week. Mr. Ellsworth, head of radio presentations for the Edward Petry & Co. station representation firm for the past four years, will be in charge of developing presentations for specific advertisers and will report to BAB Vice President Kevin B. Sweeney. Mr. Cranston, a sales presentation writer for CBS Radio Spot Sales, resigns that post to become a BAB sales presentation writer, reporting to Local Promotion Director John F. Hardesty.

ARF Meets Dec. 11

ADVERTISING Research Foundation will hold its annual subscriber business meeting Dec. 11 at New York's Hotel Biltmore. Directors will be elected and they in turn will elect officers for year.

NARTB Unit Gets Messages Urging Church Use of Tv

Religion should continue its chief aim—communication—by using video, NARTB Tv Information Committee is told by spokesmen for the Lutheran Church, Missouri Synod; National Council of Churches of Christ, and the Methodist Church.

USE of tv by religious organizations has been urged in three messages to the NARTB Television Information Committee. Sending the messages were the Rev. Herman W. Gockel, of the Lutheran Church, Missouri Synod; Broadcasting & Film Commission of the National Council of Churches of Christ and the Radio & Film Commission of the Methodist Church.

Rev. Gockel, producer of *This Is the Life*, said the Missouri Synod had availed itself of radio in the early '20s when it started the Lutheran radio hour, heard on more than 1,000 stations in 50 nations and in 50 languages. *This Is the Life* is heard on more than 160 tv stations with an audience estimated at 10 million. "As long as the world continues," Rev. Gockel told NARTB, "the chief purpose of the Church will always be to continue to communicate. It will achieve this purpose best by using the latest and most effective media which science can place at its disposal."

The National Council, distributing the Lutheran tv series, cites these reasons the Church should broadcast: to help the shut-outs as well as the shut-ins; to break through the shell of hardened church-goers; to reach the people for whom life has become a meaningless blur; to find the people who have no promises to live by; to discover the fearful and the insecure; to discover also those who are embalmed in security; to seek the forsaken and friendless; to enlighten the misinformed with factual information about Christian life; to stimulate thoughtless Christians to rediscover their faith, and to win young people to Christ.

A manual for local church use titled "Broadcasting Religion" has been prepared by the council. It is available at $1 per copy through the Council, 220 Fifth Ave., New York.

The Methodist group is offering a religious film series titled *The Pastor*, featuring Dr. Robert E. Goodrich Jr., First Methodist Church, Dallas.

Although concerned over crime and violence in plot motivation for some television shows and televised advertising for certain products deemed "morally harmful," Royer H. Woodburn, field director of the Methodist group, wrote NARTB:

"We deeply appreciate the trend which we have noticed within the last several months toward a growing maturity and responsibility as indicated by the higher type of programs on some of the serious dramatic shows. We are interested in developing the best utilization of television to enrich the lives of people and to contribute to their moral and spiritual growth." He submitted a copy of a resolution adopted at the second annual Spiritual Life Retreat of the church, held Sept. 25 at Des Moines. It urged greater use of radio and tv at the general and local church levels in proclaiming the Gospel and called for an investigation of means of supporting program production through contributions from foundations, local churches and viewers.

'FIRING' DISPUTE STILL ON AT WOL

AFTRA, IBEW locals are in negotiation with the Washington station's new ownership.

WOL Washington and locals of two unions, AFTRA and IBEW, were in negotiation last week in an effort to settle a dispute centered around transfer of the station's ownership. Announcing-engineer personnel at WOL had been dismissed abruptly when new ownership assumed control Nov. 18 [B•T, Nov. 23].

A side controversy developed after WOL broadcast an explanation of union picketing. Gerhard P. Van Arkel, AFTRA counsel, demanded equal time on WOL. Charles Dillon, WOL general manager, agreed to the request but later refused to carry a union transcription because of what he called errors of fact.

The union disc was broadcast Wednesday at 3:40 p.m. and 11:30 p.m. on WWDC Washington. AFTRA was listed as sponsor, with Alvin Epstein agency handling the account. AFTRA spokesmen were to appear on WCFM (FM) Washington Friday at 7:30 p.m. during the Jay Turner *Voice of Labor* program.

Mr. Dillon, in refusing to carry the union disc, denied WOL had fired announcers and engineers. He said the new owners had not previously informed the employes under Peoples Broadcasting Co. ownership that it would retain them or not make major staff changes. He said WOL would be glad to run the recording if changes were made.

The unions refused to make any changes, according to Evelyn Freyman, head of the AFTRA local.

The WOL air statement said it had "the highest priced, and probably the most talented picket line ever thrown around a little radio station by a large and powerful union." It said the picketers "are not and never have been our employes" but were "employes of a big corporation located in Columbus, Ohio, from whom we bought just the physical equipment of this station and nothing else." It added that the station had a right to run its business in its own way as long as it complied with all laws and contractual obligations. WOL has insisted from the beginning that it was under no contractual relationship with the unions because of their Peoples contracts.

The union disc denied Mr. Dillon's statement that they were on strike, claiming the employes were fired without notice. It insisted the employes had been notified before the ownership change there would be "no wholesale layoffs" and the employes had felt there was no need to look for other jobs.

First conversations looking toward settlement were held during a Monday dinner at which all parties were guests of John S. Hayes, president of WTOP Inc. The conversations, described by both sides as amiable, were continued Wednesday. WOL and union spokesmen agreed the picketing and bickering were leading to injury to both parties. WOL conceded it had felt the impact of union contacts with advertisers and agencies, a campaign it referred to as a "boycott."

NLRB Orders Vote at ABC

ELECTION to decide if a group of clerical and other employes of ABC in Los Angeles and Hollywood desire to be represented by NABET (CIO) has been ordered by National Labor Relations Board, affirming a hearing officer's decision.

BROADCASTING
TELECASTING

features

Take Your Choice

AND YOU'LL CHOOSE

WREC

First with Hooper . . . First with Pulse . . . First with Standard Audit & Measurement Survey! That's the WREC story. That's why we say WREC-600 delivers the "better half" of both the rural and metropolitan audience in the $2 billion Memphis market *with a single schedule.* Cost??? 10% LESS, per thousand listeners than in 1946! Radio wise time-buyers are placing orders now for choice fall and winter availabilities—Get YOURS in *Today!*

WREC 600

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY . . . Affiliated with CBS Radio—600 KC—5,000 Watts

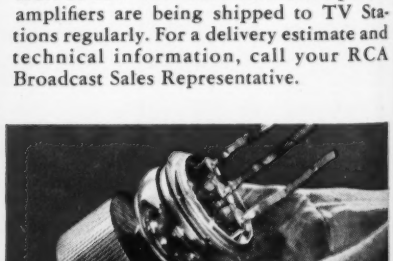
The RCA VHF 25 KW is "air-cooled" throughout!

RCA TT-25BH Transmitter in operation at KBTV

AIR-COOLED THROUGHOUT, this 25-KW equipment is your answer for an economical high-power VHF plant. Add up these technical and money-saving advantages:

- **RCA's "25-KW" operates** entirely without water pumps, water interlocks, tanks or plumbing (lower installation and maintenance expense for you).
- **RCA's "25-KW" uses** the lowest priced P.A. tubes of any high-power VHF equipment (aural and visual amplifiers employ the "proved-in" RCA-5762—suggested price, only $195 each). You save on tube replacements. You save on tube inventory!
- **RCA's "25-KW"**—with its modern "rollback" doors—eliminates door-swing space and saves you money by reduction of costly floor area. (Yes—and RCA 25-KW cubicles are small enough to move through standard doorways, and in and out of standard elevators).
- **IMPORTANT:** This 25-KW VHF can be operated *from 10 to 25 kilowatts* (to remain within FCC Regulations for 100 KW ERP, if you operate "low band").

RCA 25-KW VHF transmitters and power amplifiers are being shipped to TV Stations regularly. For a delivery estimate and technical information, call your RCA Broadcast Sales Representative.



Low-cost RCA-5762 P.A. triode—"proved-in" in more than 8 years of service in TV, FM, communications, and industrial operations. Readily available at your RCA Tube Distributor.

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

features

- Summary of merchandising services provided by radio stations and networks. Page 88.
- What's right and wrong with radio news: A newspaperman's criticism. Page 94.

URGING TV DOUBLE STANDARD

WEWS (TV) Cleveland is in a market already nearly saturated with television sets (810,361 as of the Nov. 23 Telestatus report in B•T), but the station has launched a campaign to build still more circulation.

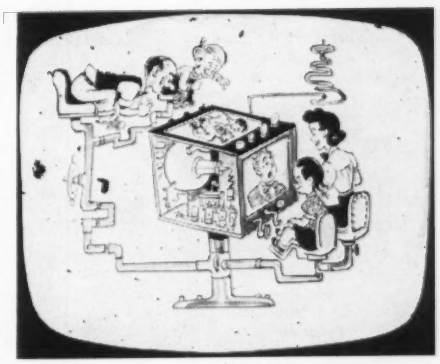
What WEWS is setting out to do is to encourage people to buy a second tv set. The station regularly telecasts spot announcements like the two illustrated at the right, using the imaginary before-and-after theme.

There's evidence that WEWS is riding what might become a trend. According to the station, the Cleveland Electric Illuminating Co. says that in the Shaker Heights-University Heights-Beechwood Village area, one of the high-income sections of the city, no fewer than 12.6% of tv homes have two or more television sets each.

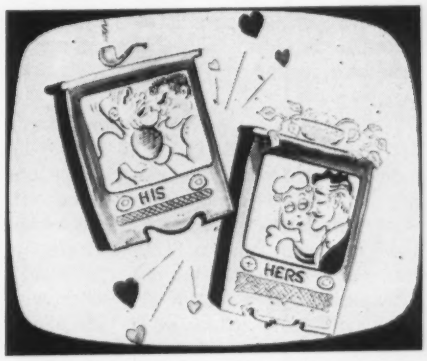
The move to stimulate multi-set homes has successful precedents in the broadcasting industry. Several years ago Radio-Electronics-Tv Mfrs. Assn. conducted a successful radio-in-every-room drive that was credited with boosting radio set sales and listening.

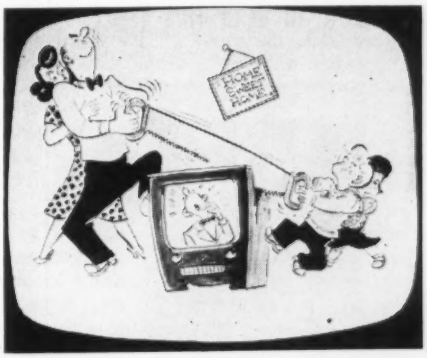
The idea developed in RETMA's Advertising Committee. A campaign format was worked out by manufacturers, and broadcasters quickly joined in reminding the public that many programs are available at any given moment and members of a family have varying listening tastes.

In the case of television, post-freeze expansion in the number of stations on the air and the number of programs available has created interest among individual manufacturers in stimulating second-set sales. Thus far the set factories have spread the idea on their own initiative but RETMA has considered the multi-television set matter informally.

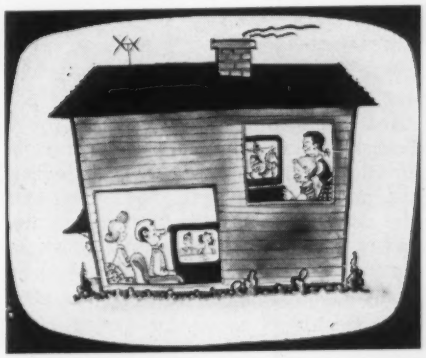


As telop above is shown, announcer says: "Here's a new tv set designed for families who want to watch two programs at the same time. Only trouble is—it's never been invented. If tv tastes vary in your family, the real way to solve the problem is . . ." With appearance of telop above, he continues. "Become a two-set family. More families are doing it every day, and doubling their tv enjoyment."





Announcer's copy accompanying telop above is: "Here's what one family did one night when the kids wanted to watch a western and Mom and Dad wanted to catch one of *their* favorite programs. It doesn't really solve the problem. A good way to solve it is . . ." With telop above he adds: ". . . to become a two-set family. Many families are doing just that, and doubling their tv enjoyment."



WHAT MERCHANDISING A

from radio stations

MORE than 1,500 radio stations offer some type of merchandising or promotional service to their advertisers, according to a survey conducted in the spring of this year by Kenyon & Eckhardt.

Full results of the survey—the first of this type ever to be made for radio—show the findings of Kenyon & Eckhardt's questionnaires sent to roughly 2,400 of the nation's radio stations selling commercial time. Published in the special Part II of this issue, the results show the merchandising support each station offers its advertisers, together with information on whether the service is provided free, is charged for, is contingent on a minimum purchase of station time, or is limited to local advertisers only or network advertisers only.

The idea of conducting a survey of station merchandising to benefit advertisers and agencies who are concerned with all ways of maximizing advertising effectiveness, was proposed by Hal Davis, Kenyon & Eckhardt vice president in charge of merchandising and promotion.

Publication arrangements were made with B•T, after which a questionnaire was prepared and sent to the field by Kenyon & Eckhardt's research department, under the direction of G. Maxwell Ule, vice president and director of research. Mr. Ule's staff also tabulated the replies from each station and prepared the summary table which accompanies this article.

Questionnaires were mailed on May 15, 1953, to all U. S. commercial stations. Follow-up letters and questionnaires went out a month later. "Overall response was high," Mr. Ule said. Approximately 65% of all commercial radio stations cooperated.

In a summary of findings for all stations,

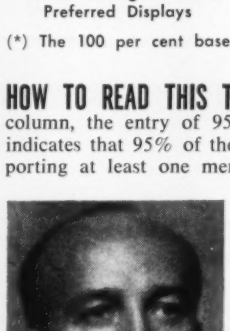
(Continued on Page 90)

RADIO STATION MERCHANDISING-PROMOTION SUMMARY

	* Per Cent Of Responding Stations That Offer Some Services (1,527)	* Per Cent Of Stations Offering Service For Which A Minimum Purchase Of Air Time Is Required	* Per Cent Of Stations Offering Service For Which Both Network And Local Advertisers Are Eligible	* Per Cent Of Stations Offering Service That Charge The Advertiser For This Service
TRADE CALLS	95%	—%	—%	—%
Solicit and/or Place Displays	92	42	64	6
Store Checks	80	39	58	6
Solicit Tie-in Advertising	76	36	61	4
TRADE MAILINGS	91	—	—	—
Letter	85	50	61	19
Post Card	71	49	60	20
Broadside	19	44	62	29
Merchandising Bulletin	43	44	60	16
ADVERTISING SUPPORT	90	—	—	—
Newspaper Tie-in Ads	76	50	59	13
Lobby Windows	57	43	60	7
Billboards	14	45	51	12
Car Cards	21	51	50	13
ON-THE-AIR SUPPORT	96	—	—	—
Give Away Prizes	61	38	60	10
Product Mentions	58	35	62	3
Tune-in Announcements	93	32	63	2
Client Participation in Special Program	58	28	55	9
Recorded Personality Interview Plugging Client's Product	65	37	59	11
OTHER SUPPORT	83	—	—	—
Aid Client Representative in Product Distribution	81	29	59	2
Merchandising Plan Offering Preferred Displays	27	46	47	4

(*) The 100 per cent base includes stations that did not respond to the specified question.

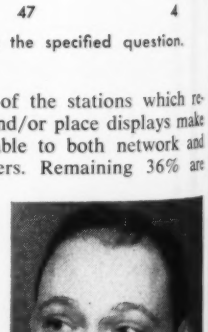
HOW TO READ THIS TABLE: In the first column, the entry of 95% for trade calls indicates that 95% of the 1,527 stations reporting at least one merchandising service will make some calls on the trade. The entry of 92%, immediately below the first entry, shows that 92% of these 1,527 stations will solicit and/or place displays.



MR. ULE

In the second column, the first entry, 42%, indicates that of all stations which report they solicit and/or place displays, 42% require minimum purchase of time.

In the third column, the first entry, 64%, means that 64% of the stations which report they solicit and/or place displays make this service available to both network and localized advertisers. Remaining 36% are those stations which make the service available to either local advertisers only, network advertisers only, or did not specify which type of advertiser is eligible to receive the service.



MR. DAVIS

In the last column, the first entry, 6%, means that 6% of the stations that report they solicit and/or place displays will charge the advertiser for this service.

AIDS ARE AVAILABLE

from radio networks

KENYON & ECKHARDT has surveyed U.S. radio stations to find out what merchandising services they supply. The results are summarized on the opposite page and presented in detail in Part II of this issue. As a companion piece, a report on radio network merchandising services appears on this page. The K & E radio survey is a sequel to one made in television which was summarized in B•T last Aug. 31 and fully presented in the Telecasting Yearbook-Marketbook for 1953-54.

As B•T has pointed out before, the quantity of merchandising that stations and networks should supply is a matter of controversy in which B•T has taken no part, except to adhere to its position that merchandising should not be used as a rate-cutting device. However controversial, the merchandising question will not go away if it is ignored. B•T is publishing the K & E survey, as compiled and edited by K & E, as a service to readers.

THE nation's four nationwide radio networks have historically been among the most active merchandisers in the media field but the special techniques they have developed follow diversified patterns.

Information furnished B•T by the networks presents in considerable detail the basic theories behind their merchandising and promotion services. This material was collected in connection with the extensive survey of radio station merchandising conducted by Kenyon & Eckhardt (see article opposite page and special K&E merchandising supplement).

In reviewing its promotion and merchandising activity, ABC told B•T that local stations are the basic source of campaigns. The network's function, it feels, is to build audiences. Affiliates are supplied with promotional aids. All the activities add up to one goal—purchase of the product or service advertised.

CBS Radio believes that "program promotion is merchandising." In seeking to build maximum audiences for clients the network offers a series of services to fit the specific needs of individual advertisers. CBS Radio is careful to see that its services are cooperative with station services, and not competitive.

Mutual has been paying special merchandising attention to the food and drug field. It has staged a number of concentrated campaigns, working on the theory that every day can't be sale day. The special campaigns have included such activities as "Wife Week" and "Western Week."

NBC Radio seeks flexibility. Feeling that only a nationwide network is geared to handle national merchandising, the network has set up a dozen field offices. First, the special needs of each client are analyzed. Then the field facilities are called on to join the campaigns. Field men are given extensive merchandising aids and special programs are worked up for affiliates. The field men make trade calls, presentations, spot checks, attitude surveys and enlist affiliate cooperation.

Following are statements of merchandising and promotion services as supplied to B•T by the networks in connection with the Kenyon & Eckhardt survey:

ABC: Importance of merchandising radio advertisers' products to the local distributors and dealers as well as to the public is given full recognition by ABC. The network recognizes also that the basic source of such merchandising and promotion must be the local stations inasmuch as listening habits are developed in the local community.

The purpose of the advertiser's program must be fulfilled in the community—that is, the purchase of the product or service advertised. The affiliate's merchandising work is made easier by ABC. The network supplies promotion and publicity material including audience promotion kits containing newspaper ad mats, program announcement copy, photographs, picture mats, publicity releases, suggested letters to dealers and mats for dealer postcards.

Affiliates themselves decide to what extent they use the materials supplied and the additional services they develop. These are matters to be decided by the individual station depending on facilities available, size of staff and budget.

The merchandising function of ABC is to build audience for its radio programs. The publicity staff devotes its entire facilities to this task, using daily news reports and direct teletype service to newspaper radio editors and columnists; feature story material for newspapers, national magazines and trade publications; national radio photo service, and exploitation of talent through personal appearances, special tie-ins with non-competing merchandising events, and other means.

Announcements promoting programs are regularly scheduled on network sustaining programs. ABC-owned stations in New York, Chicago, Detroit, Los Angeles and San Francisco schedule similar on-the-air promotion locally and advertise network programs in local newspapers. Local merchandising activity is at the stations' discretion.

CBS RADIO believes that the most valuable supplementary service any network can perform for a client is the building of maximum audiences for his programs.

That's because program promotion *is* merchandising. For the first merchandising requirement for any advertising is that it be *the best possible* advertising . . . reaching the greatest number of customers and prospects.

In the last nine months, CBS Radio has

(Continued on Page 90)

STATION MERCHANDISING

(Continued from Page 88)

Mr. Ule listed the following to be the most significant:

1. Sixty-four per cent of all U. S. commercial radio stations (1,527 stations) reported some merchandising or promotional services. The remaining 36% either had no such services or did not reply to the questionnaire.

2. Of these 1,527 stations supplying some merchandising and promotion, 95% do some trade calls, which include soliciting and placing of displays, store checks, and soliciting tie-in advertising; 91% offer trade mailings, including letters, post cards, broadsides, and merchandising bulletins; 90% support client advertising by use of newspaper tie-in ads, lobby windows, billboards, or car cards; 96% have some on the air support, such as give away prizes, product mentions, and tune-in announcements.

3. Of the same 1,527 stations, 81% will help a client representative in local problems of distribution, and 27% have a merchandising plan whereby certain outlets will give preferred space to client display material.

NETWORK MERCHANDISING

(Continued from Page 89)

averaged 22 out of Nielsen's "Top 29 Programs." These popular attractions had the powerful support of what we consider the most resourceful, effective program promotion in radio.

To supplement this basic merchandising and audience-building activity, CBS Radio also performs many additional services to fit individual advertisers' specific needs.

Obviously, our clients' *own* merchandising activities vary greatly, and their needs for added help vary even more. Our experience indicates that network merchandising help is most useful where it is carefully tailored to the clients' special product and distribution requirements. Thus our services are supplementary and cooperative—never competitive—with our advertisers' existing activities.

Among the merchandising aids available to CBS Radio advertisers are: dealer letters from CBS Radio stars; dealer letters from network sales executives; special sales brochures for clients' sales staff; closed circuit broadcasts; window streamers and counter cards; general mailings to various trade groups; a monthly advertising campaign in food and drug publications.

Added to this, virtually all CBS Radio stations perform one or more of these same merchandising services. (In the past 12 months 42 of our affiliates have added *special* merchandising staffs totalling 81 people to their regular payrolls.)

These principal merchandising aids—by network and station—are the ones that have proved most flexible in dovetailing with our clients' own merchandising activities. They have proved to be the most efficient way to reach out to a vast distribution economy that numbers, in food and drug stores alone, more than 600,000 outlets. And they are provided by a merchandising staff that devotes its entire attention to a *radio* schedule of programs and advertisers.

MBS has been expanding its radio merchandising activity as promotional needs demand, with present efforts concentrated on the food and drug field.

After consulting experts in food merchandising, Mutual decided that media should follow regular cycles instead of trying to conduct "sales" every day in the week. After checking effectiveness of shorter campaigns it was decided that two-week promotions were the most effective.

Four years ago Mutual started its merchandising tests and quickly signed stores in seven cities. This experience at the retail level provided invaluable background for the successful projects conducted since that time.

In early 1953 "Wife Week" was conducted in 5,000 IGA food stores, pouring vast announcement and program circulation into the campaign. It included many more stations than a 1952 promotion, "Look Mom—It's a Picnic." Station reaction was enthusiastic, with requests for a repeat. WEAN and Providence, R. I., were selected as the station and model city for full-scale promotion.

Activities at WEAN included announcements, jingles, special shows, street interviews, giveaway items, letter contest, displays, movie trailer. IGA delivered cooperation of wholesalers and stores; aided in displays; distributed bag stuffers; bought extra programs; used newspaper tie-ins; held store meetings, and issued bulletins.

And IGA "sold and delivered to stores five times their normal weekly supply of all 10 MBS featured grocery brands."

Reaction of the public was good, store sales jumped and the model-city technique was considered successful in this large metropolitan area.

Last May Mutual wound up its third annual Western Week with results described as highly encouraging. The week was launched with a movie tieup, starting with world premiere of Paramount's "Pony Express." Picture talent appeared on local MBS outlets.

The week included 150 network announcements, a rodeo quiz, local tie-ins including posters distributed by Dell, Bantam Books, Paramount, Kroger groceries and American Library Assn. Press material included special material and a western girl contest. Foldout brochures went to all stations, clients, agencies and "tie-in" concerns, along with kits. Ad mats were sent to stations as well as posters, streamers and movie trailers. Individual stations worked out their own versions.

Kroger stores ran a western round-up of brands. Kroger permits each division to participate as it desires, but most of them took part, offering complete cooperation.

NBC: For advertisers using the NBC radio network, the NBC Merchandising Dept. offers a flexible service geared to assisting sponsors with their sales problems on a national basis.

Briefly, the NBC plan is based upon a close analysis of a client's particular needs before any merchandising work is scheduled. Once it has been established in what manner NBC can be most helpful, the network's merchandising field staff is alerted by way of a merchandising request which outlines, in detail, the work to be done.

Upon receipt of the merchandising request, the network's field organization, consisting of 12 merchandising district supervisors, begins its work on the assignment. These men are available to assist and implement the efforts of the advertiser's sales organization, including spot checks and attitude surveys. In addition, they contact the affiliated stations to secure local cooperation on behalf of the advertiser.

Special display materials including counter cards, over the wire banners, window streamers complete with product identification plus special mailings are available at cost to NBC network radio advertisers.

Nearly two years ago NBC started a program designed to build "the finest merchandising service possible." Convinced that only a network has the means available to build a truly effective service in the markets of all its affiliates, the network divided the nation into 12 districts. A merchandising supervisor was assigned to each district to serve as consultant.

Each supervisor contacts the trade, trains

(Continued on Page 104)

ERRATA

AFTER Part II of this issue had gone to press, K & E discovered several errors in the tabulation. They are listed below. For explanation of symbols, see Part II.

Montgomery, Ala., WCOV: Should be *000 in "Demonstrations" and columns "Recorded Personality" under "On-The-Air Support."

Wilmington, Del., WDEL: Should be *000 in "Store Checks" and "Solicit Tie-Ins" columns under "Trade Calls" and in "Recorded Personality" column under "On-The-Air Support."

Lakeland, Fla., WONN: Should be *NX$ in "Product Bulletins" column under "Trade Mailings."

West Palm Beach, Fla., WJNO: Should be *000 in "Client Participation" column under "On-The-Air Support."

Benton Harbor, Mich., WHFB: Should be *000 in "Product Bulletins" column under "Trade Mailings" and in "Client Participation" column under "On-The-Air Support."

Asheville, N. C., WSKY: Should be *000 in "Client Participation" column under "On-The-Air Support."

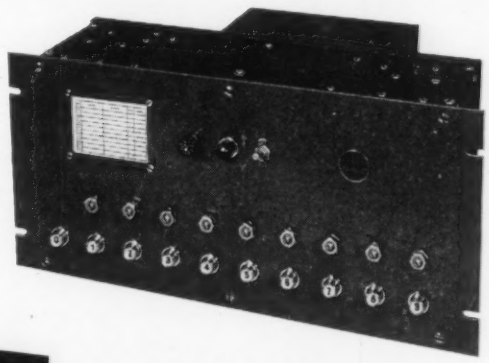
Minot, N. D., KLPM: Should be *000 in "Client Participation" column under "On-The-Air Support."

Coatesville, Pa., WCOJ: Should be *00$ in "Letters" column under "Trade Mailings."

Philadelphia, Pa., WPEN: Inadvertently omitted from K & E compilation. The symbol *NB# should appear in all columns except those under "Advertising Support" where symbols *YB# should appear in "Newspaper Tie-In Advertising" and "Lobby and Window Display" columns and *YX# should appear in "Billboards" and "Car Cards" columns.

THERE'S A BIG DIFFERENCE IN BROADCAST REMOTE CONTROL SYSTEMS...

Broadcasters have quickly realized the advantages of remote control of transmitters both in more effective transmitter and studio location and in more efficient utilization of station personnel. Yet, many do not fully realize the great differences in the systems now on the market. Here are the *big* differences that have made the RUST System by far the choice of more broadcasters than all other systems combined:



RUST —
The Leading
Remote Control System

RUST LEADERSHIP
First in development . . . *first* on the market . . . *first* in use. *First* to meet all FCC requirements.

RUST RELIABILITY
Proven by over three years of field testing. More than 100 Rust Systems now in operation.

RUST ECONOMY
The Rust System provides for the control functions you *need* — you don't have to buy unnecessary equipment. This "Tailored to the installation" feature *saves* you money.

RUST VERSATILITY
The Rust System is readily adapted to *almost any* remote control requirement, any transmitter, two transmitters at once. Designed to provide for both your present and future needs.

RUST QUALITY
A look inside Rust System units will quickly convince you of Rust quality — quality in components and workmanship is a big reason for Rust dependability.

RUST SERVICE
The Rust organization stands behind every Rust System. Our interest in your satisfaction goes beyond the year's guarantee.

RUST DELIVERY
No delivery delays with Rust . . . this means that you can start saving sooner.

These are the things that already have made the Rust System the logical choice of the great majority of broadcasters who have taken advantage of remote control. Write, wire or phone for further details.

RUST INDUSTRIAL CO.

the rust industrial company, inc.

608 WILLOW STREET MANCHESTER, N. H.

If you haven't yet looked into this

The MBSunday Plan for 1954

...ou may be missing all <u>this</u>:

Extension of Mutual's week-night Multi-Message Plan (outselling all other network plans combined) to 4-7 pm *Sunday* (when we outdraw all other networks in audience).

3 all-time mystery favorites (with an aggregate 45 years of solid sales performance behind them) established in a 3-hour block of proven programming...offering unprecedented opportunity for multi-message selling in '54.

4:00 Counterspy
4:30 Nick Carter
4:55 News
5:00 The Shadow
5:30 True Detective
6:00 Bulldog Drummond
6:25 News
6:30 Squad Room

Full-minute messages available, plus open and close billboards... costs-per-message as low as $2,000 (including time, talent, agency commission)... homes-per-week as high as 5,684,000... costs-per-thousand as low as $1.06—result: mass audiences at Top Ten Evening levels, delivered at half the cost or less!

This is just *one* example of how The PLUS Network has geared its 48-state reach to the practical sales problems of 1954. Day or night, all week long, we can bring new flexibility, efficiency, and economy into the right focus for *your* needs. Look here:

MUTUAL
WORLD'S LARGEST
RADIO NETWORK

LO 4-8000, NEW YORK
WH 4-5060, CHICAGO
HO 2-2133, LOS ANGELES

What's Right and Wrong with Radio News

By Jim Reed

The author is executive editor of the *Topeka* (Kan.) *Daily Capital*, a property of Capper Publications Inc., which also owns WIBW-AM-TV Topeka and KCKN Kansas City. The article is an adaptation of a speech he made in Lawrence, Kan., Nov. 13 at the annual news clinic of the Kansas Assn. of Radio Broadcasters and the William Allen White School of Journalism of Kansas U. Though the editors of B•T do not agree with all of Mr. Reed's conclusions, they believe his advice in general is sound.

RADIO newscasting has come a long way from the days of the carbon microphone and newscasters like Floyd Gibbons and Graham McNamee.

In those days, newspaper publishers, through their influence with the press associations, managed to block the sale of news service to radio stations. That sent the networks and some stations into the business of gathering news for themselves. And many stations made hookups with newspapers to save forming a staff to cover the local area.

Stations without newspaper tieups usually searched the daily newspapers for material for newscasts. The items they wanted were clipped out of the papers, and checked for details by telephone or telegram. It was a costly operation, but it produced many surprising results.

When radio and newspaper publishers finally made peace a few years later, and the press associations began selling news service to the radio stations and networks, life was a little less hectic.

Radio news really came of age with its coverage of World War II. Newspapers and press association reporters produced a volume of war news and did an outstanding job, but radio provided the real drama.

Who can ever forget the recorded broadcast of George Hicks from aboard an Allied naval flagship crossing the English Channel during the Normandy invasion?

Radio news scored several "beats," and many newspapers printed the stories with due credit.

Radio newscasts have continued to improve—and newspaper circulation figures have continued to increase. And to me, this isn't at all surprising. Newspapers and radio are not competitors—they're partners.

They serve different purposes. They offer entirely different services. Each is preeminent in its own field.

Radio has practically eliminated the need or demand for "extras." You can flash a bulletin to your listeners long before we can set type, make up pages, cast plates and roll newspapers off the press.

That's your long suit—bulletins, headlines of the news, so to speak.

By contrast, newspapers deliver a permanent record into your homes. You have to be there to catch radio news. You can read the newspaper at your convenience.

I don't believe that radio will in time take the place of newspapers or that newspapers are going to run radio stations out of business. Both are here to stay.

Now that we're agreed newspapers and radio stations can live side by side and prosper, and that neither can do the other's job, let's get down to brass tacks on radio news.

Fifty Opinions

I recently wrote to 50 men to ask what they thought about the quality of radio news in the Kansas area. I wrote to advertising agencies who buy newscasts, to newspaper editors and men who own and operate both newspapers and radio stations, to men who teach radio and journalism.

I have permission to use the names of practically all of the men I have contacted, but to eliminate the possibility of hard feelings or misunderstandings, I will not use the names.

The advertising manager of a large manufacturing plant said:

"I don't think there is anything seriously wrong with radio newscasting. It is, perhaps, more difficult to measure actual results of radio newscasts than some other vehicles, but careful studies of sales curves should at least indicate effectiveness. We use radio news in several markets and we believe its effectiveness warrants further expansion of that schedule.

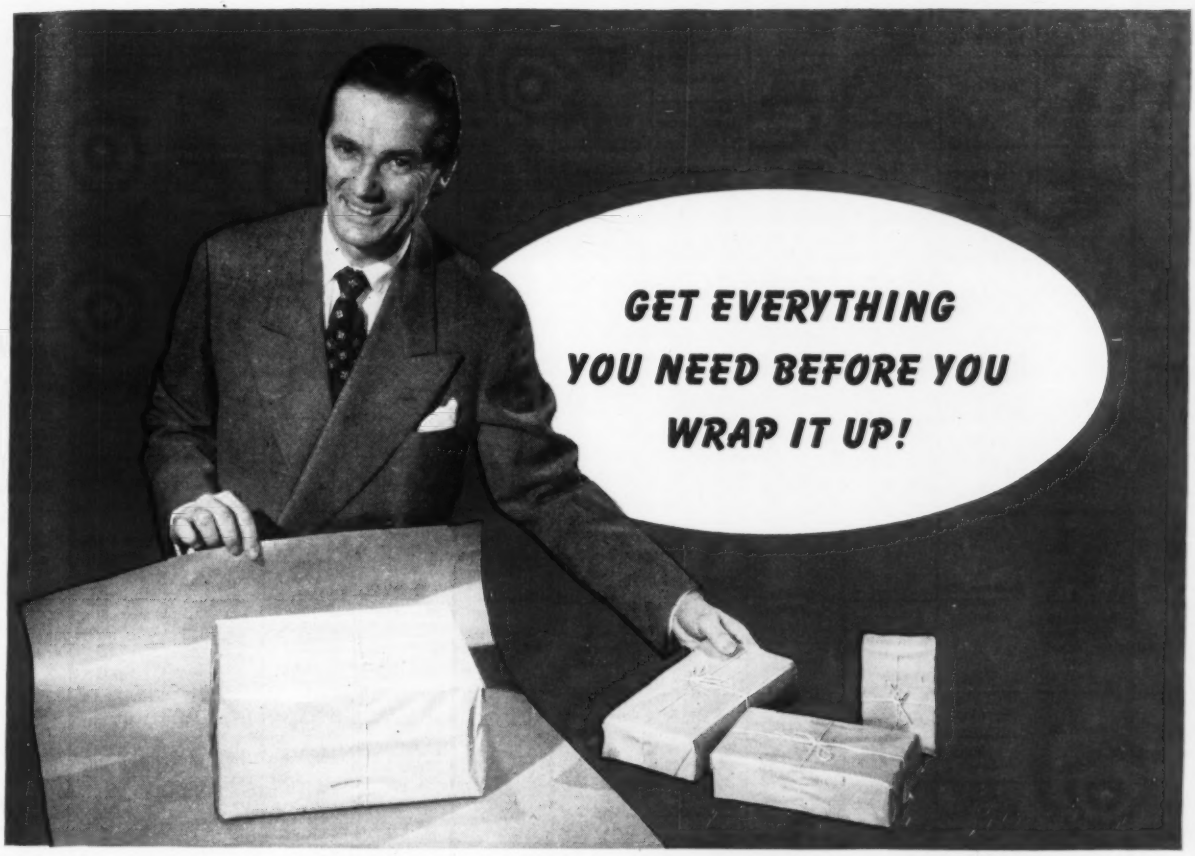
"It is contrary to station policy in many cases to permit the newscaster to handle the client's commercials. This, in my opinion, is wrong. I believe the newscaster's endorsement of his sponsor's products is important, and there is less chance of inattention on the part of the listener during the commercial period if the commercial is handled by the newscaster."

A timebuyer for a large advertising agency, who buys a lot of radio time in the Kansas area, said:

"We find that radio newscasts in many instances are still an excellent advertising vehicle. In strong tv markets, where overall radio ratings have shown their largest decreases, *newscasts* are the radio programs that seem to hold up the best. The answer, perhaps, is the fact that radio still remains the most flexible medium. . . .

"Probably the biggest complaint I have against radio newscasts is this: The powerful, metropolitan stations with good news departments frequently put too much of their emphasis on purely local news that is not of real interest to their entire listening audience. Local stations, with limited news staffs, frequently put too much of their emphasis on purely national and world news. It occurs to me that the one thing a local station can do, that its outside competition cannot touch, is to lean heavily on news of a purely local nature . . . news that would not be of sufficient value or interest for coverage from the outside. On the other hand, it occurs to me that some of the larger stations could increase the effectiveness of their statewide coverage by trimming their purely local news and increasing their area of regional coverage."

It's about time for a little humor, so I



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KBS

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BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (189) R	6-6:25 Nick Carter Libby, McNeill	Mutual Benefit H&A—On the Line, J. Considine (183)
6:15	Beltone Paul Harvey		6-25 State Farm Ins., C. Brown	Report on America
6:30	Co-op George Sokolsky	C-P-P Our Miss Brooks (205) R	Squad Room Camels P & G	Socony-Vacuum NBC Symphony (178)
6:45	Don Cornell			
7:00	This Week Around The World	Amer. Tobacco Jack Benny (211) R	Rod & Gun Club—Co-op 7:25 Titus Moody	
7:15				
7:30	What's The Name of That Song	Rexall Drug Amos 'N Andy (212) R	Chamber Music	The Marriage News 7:55
7:45				
8:00	American Music Hall	General Electric Bing Crosby Show (203) R	Hawaii Calls	Six-Shooter 8:25 News
8:15				
8:30		Philip Morris My Little Margie (203) R	Enchanted Hour	NBC Star Playhouse News 9:25
8:45			8:55—News	
9:00	Gruen & Carter Walter Winchell	Hallmark Radio Hall of Fame (199)	Oklahoma City Symphony Orchestra	
9:15	Lorillard Taylor Grant			
9:30	Call Me Freedom S	Cons. Cosmetics Edgar Bergen Charlie McCarthy Show (201)		Stroke of Fate
9:45				
10:00	Co-op Paul Harvey (118)	Man of the Week	Hardy Burt	Last Man Out
10:15	Alistair Cooke S		Hazel Markel Co-op	10:25 News
10:30	Bob Dini	10:30-10:35 p. m. Daniel Schorr 10:35-45 p. m. U N Report	Co-op Bert Bachrach	Meet the Press
10:45	Outdoors with Bob Edge	John Derr Sports	Co-op Rukeyser Reports	
11:00	Beyond The Stars	News	Co-op Ed Pettitt	News from NBC
11:15 PM		Dance Orchestra	Dance Orchestra	Joseph C. Harsch Commentary

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15		Dwight Cook's Guest Book		NBC Sports Review Co-op
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Kaiser-Frazer Lowell Thomas (154) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Toni, Man. Soap Family Skeleton (173) R	Co-op Fulton Lewis, jr. (342)	Inter. Harvester Alex Drier (53) Man on the Go
7:15	Co-op Kiplinger	General Foods M. W. F. Beulah (123) R	Co-op Three Suns	No Network Service
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	7:30-35 M-W-F LesPaul &M.Ford Lambert (161)	Amer. Home Prod. Gabriel Heatter	Miles Labs News of World (166)
7:45		7:35-45 M-W-F Julius LaRosa	Liggett & Myers Perry Como	Miles Labs 1 Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Am. Oil-Hamm. Ed. R. Murrow (98)	The Falcon *	AA of RR's Railroad Hour (192)
8:15	Sammy Kaye	Auto-Lite Suspense (196) R		
8:30	Hollywood Starway	Lever-Lipton Godfrey Talent Scouts (173) R	Co-op Counter Spy	Firestone Voice of Firestone (152)
8:45	Mike Malloy			
9:00	Celebrity Table	Lever Brothers Lux Radio Theatre (186)	9:05 (Philip Morris) Sports "Ten"	Bell Telephone Telephone Hour (185) R
9:15			Co-op News Reel	
9:30			Co-op Reporters Roundup	Cities Service Band of America (113) N
9:45				
10:00	ABC Late News 10:00-10:05	R. J. Reynolds Vaughn Monroe (187)	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly *3-Plan
10:15	Co-op Headline Edition		Put It To Pat	Can You Top This?
10:30	Gunnar Back	10:30-35 Robert Trout	(Co-op) Deems Taylor Concert	TBA
10:45	Orchestra (See Footnote)	Cedric Adams		
11:00	Valentino	Three Suns News	Co-op Ed Pettitt News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15		Dwight Cook's Guest Book		NBC Sports Review Co-op
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Kaiser-Frazer Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Toni, Man. Soap Family Skeleton (174) R	Fulton Lewis, jr. (342)	Inter. Harvester Alex Drier (53) Man on the Go
7:15	Co-op Kiplinger	Beulah	Co-op Three Suns	No Network Service
7:30	Starr of Space (See Footnote)	Longines Wittnauer Choraliers (100) R	Credit Union Nat'l Assn. G. Heatter Am. Wks. Sust.	Miles Labs. News of World (168)
7:45		Am. Oil- Ed. R. Murrow (98)	7:58-8 Bonnie Lou & Her Boys	Miles Labs 1 Man's Family (166) Rp
8:00	3-City Byline	Mars Inc. People Are Funny (172)	Mickey Spillane Mystery*	Chevrolet Dinah Shore (196)
8:15	Burlington Mills Sammy Kaye		* "	To Be Perfectly Frank
8:30	Hollywood Starway	Halo, Palmolive Mr & Mrs North (206) R	(Co-op) High Adventure	Barrie Craig *OT
8:45	Mike Malloy			
9:00	Co-op Town Meeting	Wrigley Johnny Dollar (194)	9:05 (Philip Morris) Sports—"Ten"	Liggett & Myers Dragnet (197)
9:15			Co-op Newsreel	
9:30	Chr. S. Publ. Co. Irwin D. Canham (20)	21st Precinct	Search That Never Ends	Swayze News Stewart-Warner
9:45				Rocky Fortune 9:35-10
10:00	ABC Late News 10:00-10:05	C-P-P, L. Creme Louella Parsons (189) R	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly *3-Plan
10:15	Co-op Headline Edition		Put It To Pat	Can You Top This?
10:30	Gunnar Back	Tommy Dorsey		
10:45	Orchestra (See Footnote)	10:30-35 Robert Trout Cedric Adams 10:35-45 Dance Orchestra	Co-op State of the Nation	G. I. Joe, L. P. 12, 22
11:00	Valentino S	News	Co-op Ed Pettitt-News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Music Room	Dr. Wyatt Wings of Healing	Co-op World News Lockwood Doty
9:15		News S	"	Youth Brings You Music
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God	Carnival of Books
9:45			"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15			"	
10:30	Negro College Choirs S		Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45			"	News Highlights S
11:00	Pan-American Union	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15			Co-op Bromfield Reporting	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45				Keesler Air Force Base Male Chorus
12:00 N	Gloria Parker S	Washington U. S. A.	College Choirs	Music by Mantovani
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Foreign Affairs Report	Bill Cunningham Co-op	The Eternal Light S
12:45		Geo. Hermann News	Mutual Music Box	
1:00	Churches of Christ Herald of Truth (108)	20th Century Concert Hall	Keep Healthy	For Better Living
1:15			Co-op Merry Mailman	Ask Hollywood

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Quaker-Toni Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	Home Edition of the News
9:30	Philco Corp Breakfast Club (289)	Knomark Kellogg Godfrey (192) R		Ev'ry Day See Note
9:45	Sterling Drug My True Story (212)	Clinton Intl. Celluc. Godfrey (199) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
10:00	G.Mills M-W-F Toni Tu&Th Whispering Streets (224)	Star-Kist Frigidaire- Arthur Godfrey (198) R	10:25 Co-op Spotlight Parade Faith In Our Time	General Foods Bob Hope (139)
10:15	When A Girl Marries (165)	Toni, Lever Godfrey (203) R	10:30 S. C. Johnson News 10:35-11 Co-op Spotlight Parade	Miles Labs Break the Bank
10:30	Ex-Lax (MWF) Co-op (T & Th) Modern Romances	National Biscuit Pillsbury Godfrey (203) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
10:45	Paging the Judge	Liggett & Myers WMF Pillsbury Tu-Th (206) R	Queen For a Day	
11:00	Campbell Double or Nothing 11:30-11:55	Contnl. Baking Make Up Your Mind (55)	Tues. & Thur. Quaker M W F-Sust.	C-P-P The Phrase that Pays (183)
11:15	Turn to a Friend 11:55-12:25	P&G Ivory Snow Rosemary (116)	M-F 11:45-12 P. Lorillard	Second Chance *3-Plan
11:30	Jack Berch Prudential 12:25-12:30	General Foods Wendy Warren (161)	Miles Labs Curt Massey Time	No Network Service
11:45		Lever Bros. Aunt Jenny (178)	Johnson & Son News 12:15-12:29	
12:00 N	General Mills The Bill Ring Show	Whitehall Helen Trent (186)	12:28-12:30 Carl Warren's Guest Time	
12:15 PM	Not in Service	Whitehall Our Gal Sunday (179)	12:30-1 No Service	
12:30	Co-op Paul Harvey	P&G Ivory Road of Life (154)	Co-op Cedric Foster	
12:45	Co-op Ted Malone	P&G Oxydol Ma Perkins (166)	Music By Willard	

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15		No Service		Howdy-Doody 8:30-9:30 a.m.*
9:30		Garden Gate		My Secret Story
9:45		Murine Galen Drake (187)		
10:00		Animal, Fin. Galen Drake 10-10:15 (75)	Co-op Woody Woodpecker	Woman in Love
10:15		Robt. Q. Lewis Milner Products (125)		
10:30	Ralston Space Patrol (284)	10:30-35 Les Paul & M. Ford Lambert (161)	10:30-10:35 Johnson News 10:35-11	Pet Milk Mary Lee Taylor (144)
10:45		Let's Pretend	Woody Woodpecker Co-op	
11:00	Platterbrains	Romance *	Helen Hall	The Big Preview
11:15			No Network Service	
11:30	All-League Clubhouse S	Cannon Mills Give & Take (156)	11:30 Johnson & Son News 11:35 Farm Quiz	
11:45				News (12-12:05)
12:00 N	101 Ranch Boys S	Cream of Wheat Theatre of Today (159)	Quaker Man on the Farm	Dude Ranch Jamboree (12:05-12:30) S
12:15 PM				
12:30	American Farmer S	Carnation, Stars Over Hollywood (201)	5th Army Band	Coffee in Washington
12:45				"
1:00	Navy Hour S	Toni Fun For All (295)	Dance Orch	Allis-Chalmers Natl. Farm & H Hour (188)
1:15				"

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THURSDAY

NBC	ABC	CBS	MBS	NBC
Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
NBC Sports Review Co-op		Dwight Cook's Guest Book		NBC Sports Review Co-op
No Network Service	Budweiser Bill Stern	No Service		No Network Service
Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks	Kaiser-Fraser Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
Inter. Harvester Alex Drier (53) Man on the Go	Vandercook CIO	Toni, Man. Soap Family Skeleton (174) R	Fulton Lewis jr. (342)	Inter. Harvester Alex Drier (53) Man on the Go
No Network Service	Co-op Kiplinger	Beulah	Co-op Three Suns	No Network Service
Miles Labs News of World (158)	Starr of Space (See Footnote)	Longines Wittnauer Choraliers (96) R	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
Miles Labs 1 Man's Family (166) Rp		Am. Oil- Ed. R. Murrow (98)	7:50-8 Bonnie Lou & Her Boys	Miles Labs 1 Man's Family (166) Rp
R. J. Reynolds Walk a Mile (196)	3-City Byline S	Brylcreem Meet Millie (199) R	Official Detective	General Foods Roy Rogers L/P 12/24
	Burlington Mills Sammy Kaye			News 8:25
Kraft Gildersleeve (186)	Hollywood Starway	Junior Miss	Co-op Nightmare	General Foods Father Knows Best (160) L/P 12/24
	Mike Malloy			
DeSoto Plymouth Dealers, Groucho (191)	The George Jessel Show	GE Meet Mr. McNutley (206)	9:05 Philip Morris Sports-"Ten" Co-op News Reel	Pet Milk Truth or Consequences (186)
Amer. Cig. & Cig. Big Story (192)	Horatio Hornblower	Jergens Time for Love (130)	Philip Morris My Little Margie	Swayze News Stewart-Warner Eddie Cantor 9:35-10 *OT
Fibber McGee & Molly *3-Plan	ABC Late News 10:00-10:05	Amer. Tob. Horace Heidt (212)	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly *3-Plan
Can You Top This?	Co-op Headline Edition		Christmas Specials	Can You Top This?
	Gunnar Back	10:30-35 Robert Trout Cedric Adams		
Report from the White House	Orchestra (See Footnote)	Three Suns	Co-op Deems Taylor Concert	Jane Pickens Show Co-op
No Network Service	Martha Lou Harp S	News	Co-op Ed Pettitt-News	No Network Service
News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
	Dwight Cook's Guest Book		NBC Sports Review Co-op
Budweiser Bill Stern	No Service		No Network Service
Co-op George Hicks	Kaiser-Frazer Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
Vandercook CIO	Toni, Man. Soap Family Skeleton (174) R	Fulton Lewis jr. (342)	Inter. Harvester News Parade (53)
Co-op Kiplinger	General Foods Beulah (110) R	Co-op Three Suns	No Network Service
Gen. Mills, Lone Ranger (153) (See Footnote)	7:30-35 M-W-F LesPaul&M.Ford Lambert (161) 7:35-45 M-W-F Julius LaRosa	Gabriel Heatter	Miles Labs News of World (168)
	Am. Oil-Hamm. Ed. R. Murrow (98)	Liggett & Myers Perry Como	Miles Labs 1 Man's Family (166) Rp
3-City Byline S	Brylcreem P & G Mr. Keen (199) R	Take a Number *	Chevrolet Dinah Shore (198)
Burlington Mills Sammy Kaye			To Be Perfectly Frank
Hollywood Starway	Broadway Is My Beat	Co-op Starlight Theatre	Amer. Dairy Bob Hope (198)
Mike Malloy			"
Hotpoint & Lambert Ozzie & Harriet	Stage Struck	9:05 Philip Morris Sports-"Ten" Co-op Newsreel	RCA Harris Faye (198)
			"
Corliss Archer ECAD 9:30-9:5		Hometown America	Swayze News Stewart-Warner House of Glass 9:35-10
9:55-10 Sports	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	Fibber McGee & Molly *3-Plan
	10:30-10:35 Robert Trout	Christmas Specials	Can You Top This?
10:00 Fights Gillette	Cedric Adams	Co-op Deems Taylor Concert	Listen to Washington
	Dance Orchestra		
Martha Lou Harp S	News	Co-op E. D. Pettitt News	No Network Service
Frank & Jackson	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Labor	Sam Jones Politics	Dance Orchestra	George Hicks News
Management S	UN on the Record		H. V. Kaltenborn News Co-op
Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	Know Your NBC's
Una Mae Carlisle	Daniel Schorr News	6:55 Johnson-News Repeat	
Disaster Strikes	Johnny Mercer Show	Co-op Al Helfer	Baron and the Bee
The 3 Suns		Co-op Report from Washington	
Dinner At The Green Room S		7:30-7:55 Where In The World State Farm Auto Ins. Co. C. Brown	NBC Lecture Hall
Dancing Party S	Gen. Foods Gunsmoke (99) R Sanka Salute (99) R 8:25-30 p.m.	20 Questions	College Quiz Bowl
	Gangbusters *	Co-op Virginia Barn Dance	Theatre Royal
	P. Lorillard Two For The Money (206)	(Co-op) New England Barn Dance Jamboree	The Hollywood Story
	Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (91)
Orchestra S	10:30-35 News Daniel Schorr Dance Orchestra	Chicago Theatre of the Air S	Ralston Purina Eddie Arnold Show (115)
Treasury Show			Pee Wee King Show Co-op
News S	News	Co-op Ed Pettitt	News from NBC
Orchestra	Dance Orchestra	Dance Orchestra	Joseph C. Harsch Commentary

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SUNDAY

MBS	NBC
Lutheran Hour	U. of Chicago Roundtable
Bandstand USA	The Catholic Hour
Sammy Kaye	American Forum of the Air
US Military Academy Band	Golden Voices
Mr. District Attorney (Co-op)	The Golden Treasury
Under Arrest	
4:30-4:55 Crime Fighters	Weekend (Radio "Sunday Newspaper") Participating See Note
4:55 News S	
The Shadow Co-op	
True Detective Mysteries	
"	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	P&G Crisco Dr. Malone (163)	Luncheon with Lopez	Pauline Frederick Reporting— Co-op
	P&G Duz Guiding Light (161)		
	GF Swan-Cal. Mrs. Burton (145)	Say It With Music	
Co-op M. M. McBride	P&G Tide Perry Mason (173)	2:25 Johnson & Son, News	No Service
	Toni Nora Drake (197)		
Jack's Place 2:35-4:00	P&G Ivory Fl. Brighter Day (176)	Wonderful City	
Gen Mills Joe Emerson (27)	Miles Labs Hilltop House (147) R	Co-op E. Holles & News	Jane Pickens 2:55 News Banghart
	Lever, Kellogg Houseparty * (181) R		P&G Life Beautiful (170)
Jack's Place (Cont'd)	Pillsbury House Party (192) R*	John R. Gambling	P&G Road of Life (163)
	Toni, Man. Soap Wizard of Odds (180)		P&G Pepper Young (166)
	Gen. Fds.(4-4:05) Robt. Q. Lewis (85)	Co-op Saukhage-News	P&G Right to Happiness (163)
Jack Owens	Corn Prod. Sunshine Sue (82)	Mutual Music Show	P&G Backstage Wife (175)
			Sterling Drug Stella Dallas (151)
Music in the Afternoon S	4:55-5 News	Co-op Welcome Ranch	Sterling Drug Young Widder Brown (151)
			Manhtn. Soap Woman in My House (181)
Co-op Big Jon & Sparkie	No Service	Tu&Th Quaker Sgt. Preston of the Yukon M-W-F Songs of the B-BAR-B S	Whitehall† Just Plain Bill (143)
Oklahoma Wranglers			Whitehall Front Page Farrell† (138)
Lum & Abner Co-op	5:30-5:55 M W-F-Kellogg Wild Bill Hickok Tu & Th Derby-Sky King		C-P-P Lorenzo Jones (191)
Tommy Howard Trio	Miles Labs Curt Massey Time (143) R		It Pays To Be Married *3-Plan

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Hormel & Co. Music with Hormel Girls (125)	Ruby Mercer Show	U. S. Army Band S
	2:00-05 Les Paul & M. Ford Lambert (161)		
	2:10-30 Alfredo Antonini	2:25 Johnson News	
	Make Way For Youth	101 Ranch Boys	Football Games 2-6 Approx.
	Report From Overseas	Bandstand U.S.A.	
Co-op Football	Adv. in Science		
	Farm News	Sports Parade	
	World Assignment		
	The Chicagoans	Salute to the Nation	
	4:30-5 Soldier Serenade	Mac McGuire Show	Sports Programs Following Games
Martha Lou Harp	5-5:30 Tommy Dorsey Treasury Show	5-5:05 Johnson News 5:05 Walter Preston's Show Shop, 5:55 Johnson & Son News	
Paulena Carter	Stan Dougherty Presents		
Club Aluminum Club Time (29)			

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News. (332).
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310) Chevrolet now sponsors 24 5-minute newscasts each weekend.
12-12:05 p.m. Sat. Campana—Bill Shadel 188
CBS—8:30- 9:15 a.m. Sun. General Foods Corp. Sunday Gatherin' 109.
11:30-11:35 a.m. Sun. Peter Hackes—News (8)
3:15- 3:30 p.m. MWF Lever—Houseparty 180
3:15- 3:30 p.m. Tue Kellogg—& Houseparty 191
3:15- 3:30 p.m. Fri Green Giant—Houseparty 171
3:30- 3:45 p.m. M-Th Pillsbury—Houseparty 191
3:30- 3:45 p.m. Fri Kellogg—Houseparty 192
4-4:05 p.m. M-F Gen. Fds.—Robert Q. Lewis 84 Arthur Godfrey Clients 10-11:30 a.m.
10-10:15 a.m. Knowmark & Kellogg (alt. Fri.) 192.
10:15-30 a.m. Snow Crop & Kleenex (alt. days) 199.
10:30-45 a.m. Frigidaire Tu. Th.; Star Kist M. W. Alt. Fri. 198.
10:15-11 a.m. Lever M.-W., Toni Tu-Th. (alt. Fri.) 203.
11-11:15 a.m. Pillsbury M.-W., alt. Fri.; Natl. Bis., Tu.-Th., alt. Fri. 203.
11:15-30 a.m. Liggett & Meyers M.-W.-F.; Pillsbury Tu.-Th. 206.
11:25-30 a.m. Sat. Gen. Fds., Galen Drake—149.
MBS—M-F 8:55-9:00 a.m.—Gabriel Heatter-Block Drug & VCA Labs. alternate days
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Saturday 8-8:30 p.m.—Twenty Questions—Credit Union National Assn. Sponsors 15 min only—alternate weeks—
Tues. & Thurs., 7:45-7:50 p.m.—Titus Moody-Emerson Drug.
Procter & Gamble—Mon-Fri. Hiatus 12/2/53-12/23/53
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—
R. J. Reynolds Tobacco Co.—Mon., Tues. & Thurs.
S.O.S. Company—Mon.-Fri.
Druggist Supply Corp.—Mon-Fri. 12/2/53-12/23/53 only
Sun. 6:30-7 p.m.—Squad Room—Participating sponsors:
Camels and Proctor & Gamble
Mon.-Fri. 11:25-11:30 a.m. S. C. Johnson—News
NBC—8-8:15 a.m., Skelly Oil. M-F, News (28);
† Whitehall Pharm. "Just Plain Bill", "Front Page Farrell" alt. days.
* MM—"Minute Man" Programs.
* OT Operation Tandem
***Emerson Drug—Mon. & Wed.
Three-Plan: Paper-Mate M-T-W Lewis-Howe Tue. Fibber & Molly; Wed. Second Chance; Thurs. It Pays To Be Married
Weekend: B. F. Goodrich Co.

TEN GOOD RULES FOR NEWS WRITING

1—Keep sentences short. Tests show reading and listening becomes hard when sentences average much more than 20 words.

2—Prefer the simple to the complex. This applies to sentence structure and choice of words. Write "try to find out" in preference to "endeavor to ascertain."

3—Prefer the familiar word. If the listener doesn't understand the words you use he is likely to miss your meaning.

4—Avoid unnecessary words. Make every word carry its weight. Don't use 24 words if 12 words will tell the story.

5—Put action in your verbs. Active verbs put life in writing. Say, "We aim to write clearly" rather than, "Clarity in composition is our intention."

6—Write as you talk. Don't lapse into a stuffy jargon that has little relation to the way people talk face-to-face.

7—Use terms your listener can picture. Prefer concrete terms that relate what you are writing to your listener's experience.

8—Translate jargon. Every trade and profession has its special language. Your job as a radio writer is to translate these dry, special terms into lively everyday English.

9—Make full use of variety. Avoid stilted patterns of writing.

10—Write to express, not impress. Don't show off with complexity. Make yourself clear with simple, direct writing. Actually the writer who makes the best impression is the one who can say complex things simply.

quote a couple of sentences from a long-time Kansas newspaperman:

"I have no opinions on radio expressible in public. I'm one of those unrealistic, reactionary newspapermen who hope that if I don't pay any attention to radio it will just go away. Seriously radio is a fine entertainment medium interrupted by lousy commercials—a fast news medium which requires verification by the printed page . . . and it has provided an impetus to newspapers. So radio is useful after all."

This comment comes from a man who publishes a daily newspaper and also manages a radio station:

"It seems to me on the whole, that radio newscasters do a pretty good job of giving the highlights of the news on a spot news basis. They are the best medium for spot coverage.

"One weakness is that newscasters cannot take sufficient time to elaborate. Listeners frequently catch only part of a sentence or paragraph and hence do not understand the full import of the news item. And there isn't any way one can ask to have the item repeated, so we never know exactly what he said.

"It goes without saying that many newscasters are not sufficiently familiar with the run of news to know the relative importance of certain news items. Some of them have trouble with names and places, and in many cases with the English language itself.

"The average newscaster takes his news direct from the wire and too often wire news isn't properly edited for the public."

These observations come from a long-time newspaperman—and a good one:

"Too many broadcasters have no general information and therefore are handicapped in broadcasting news. They are limited to the manuscript before them. If a glaring error is made with respect to anything historical and geographical, they broadcast the error. Too many of them are not prepared through education or the accumulation of information to do what they set out to do—give the listeners correct information. They do not correct errors, because they do not know they are errors.

"Another thing that knocks me down is the constant repetition in a news story. There is so much detailed information repeated that I sometimes wonder if broadcasters are not merely trying to fill in the time. I do not think it is necessary to give complete details every time a news item is broadcast. The newscaster should take into consideration the extreme probability that those listening are fully aware of the preliminary facts."

This man has been the source of a lot of news for newscasters. Here is his opinion:

"A good many newscasters seem to pay far more attention to voice and intonation than they do to the sense of the story. I think this is probably due, in large part, to lack of preparation. They actually don't know what the point of the story is—someone just hands them a piece of paper and they read the words aloud."

Here's a comment from another newspaper editor:

"Darned if I can think of anything that's wrong with radio newscasting, really, except that . . . folks now are switching it off to turn on television newscasting, and I can think of some things wrong with tv newscasting." So, take a bow, gentlemen.

A man who heads a college radio and journalism department has this to say about newscasting:

Special Vocabulary

"Much of the vocabulary used by newscasters is understandable when read but not readily understood by listeners. Just why this is true, I am not quite sure. After 30 years or more of listening to newscasting, I'm inclined to believe that there is still too much radio copy written newspaper style and not for delivery by a newscaster. . . .

"One of my pet peeves is that many radio newsmen use such figures as $9,492,498.98. Sometimes they pursue the digits down to the last eight cents. By the time newscasters get through reeling off, the listener remembers the 98¢ and forgets the nine million dollars. Unless a newscaster is deliberately trying to impress the listener with the large amount of money or sum being given, I should think it would be far better to deal in approximations."

Another man who heads a college journalism and radio school said:

"My frank opinion regarding radio news is that it really can only touch the surface; in other words, a radio newscast consists of a series of brief summaries or 'headlines.' To my mind this puts a premium on continuity or logical transitions in the newscast."

This next criticism could also apply to newspaper reporting:

"Radio newscasting isn't real reporting. We are drifting into an era of paper journalism of handouts, platitudes, evasions and generalities.

"An example of the thing I'm talking about is the recent alleged story on the Chrysler shut-down. Nobody on the air—or in the press—really ran that thing down and got a revealing story. It seems to me quite significant that 25,000 men were laid off in one key industry. And I am not satisfied that it was because of a shortage in raw materials. I think that's horse feathers. Why

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THE BIGGEST OF ITS KIND!!
80 pages, more than 1000 different items with prices and over 300 illustrations. For Producers, TV Stations, Film Labs., Industrial Photography, Educational Institutions, etc.
MOTION PICTURE PRODUCTION EQUIPMENT
S.O.S. CINEMA SUPPLY CORP., Dept. AF, 602 West 52nd St., N. Y. C.

didn't somebody interview a Chrysler executive?

"What's the matter? Are our news agencies afraid to tell the American people that there's a slowdown? Afraid they can't stand the shock? Since when did we reporters get to be an official featherbed for anybody?

"I may be unnecessarily alarmed, but I don't think there is much independent, aggressive reporting these days—not the kind that lets the chips fall where they may.

"Many newspapers are to blame, too. But the newscasters have a chance to give us sharp and healthy competition that would jolt us out of a rut. They could beat us time and again on releases. But they're as bad as we are, or worse. They just pick up our crumbs."

Another frank comment comes from a well-known Kansas radio and newspaperman.

He says the only qualification for a newscaster seems to be that of possessing a sugar-coated voice and of not tripping on the pronunciation of big names.

"All the newscasters I have listened to in Kansas simply read the news, and with few exceptions it is straight out of the AP or UP report. They usually show no news judgment in selecting the items they feature and never take advantage of the limitless opportunities to rewrite the wire stuff for improvement."

This next man, who has worked closely with both radio newsmen and reporters, says his main gripe is the great amount of repetition that comes on the various newscasts throughout the day.

Pain in the Neck

"This is perhaps just about as unavoidable as duplicate news in a several edition newspaper, but is a pain in the neck to listeners.

"Another thing I don't like is national news on one newscast and local on another. If there is a good local story, I don't think it should be withheld for a specific 'local broadcast' period.

"I think newspapermen could learn something from the radio men in briefer writing.

"During my experience as the 'source' of much news, I was happy to learn that I could trust the radio people to keep a confidence the same as newspapermen."

This comes from a friend of radio, although he is a newspaper publisher:

"I have no particular complaints against radio newscasting. In fact, I think it is rather remarkably well done. Some individual newscasters obviously do a better job than others. But except for the smallest stations, the reports I listen to are competent, objective, and as comprehensive as time will allow."

So, you see, you fellows don't have too much to worry about.

The only comment this editor made was that if he were in the radio business exclusively, he would seek ways and means of putting more local news on the air.

It is interesting to note here, that this little survey proves to me that stations in southeast Kansas apparently are doing a pretty good job. At least the comment from persons contacted in that area is less critical than comment from other areas.

This comment is fairly typical. This man

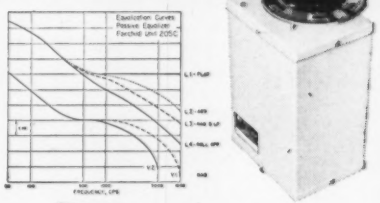
FOR QUICK STARTS WITHOUT

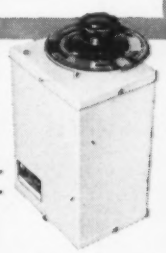
Overshoot

NEW 3-SPEED TURNTABLE PROVIDES GUARANTEED TIMING FOR "DUBBING" AND ON-THE-AIR BROADCASTING

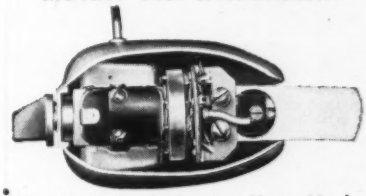
Reaching *stable speed*—less than ½ revolution at 33⅓—in minimum time, this newly designed turntable provides quick start from motor switch without overshooting. Successor to the 2-speed model 524, the Fairchild 530 is equipped with integral 3-speed drive, all three speeds synchronous. Ideal for "dubbing" operations, on-the-air broadcasting and laboratory applications, the 530 provides guaranteed accurate timing at all speeds, is virtually free of rumble and vibration. More than 300 already in use!

Accurate Equalization WITH THE FAIRCHILD 205. As demonstrated by chart at right, this unit provides matching equalization curves for various types of lateral and vertical records and transcriptions, in accordance with NAB standards.





One TURRET HEAD HOLDS Three MOVING COIL CARTRIDGES...



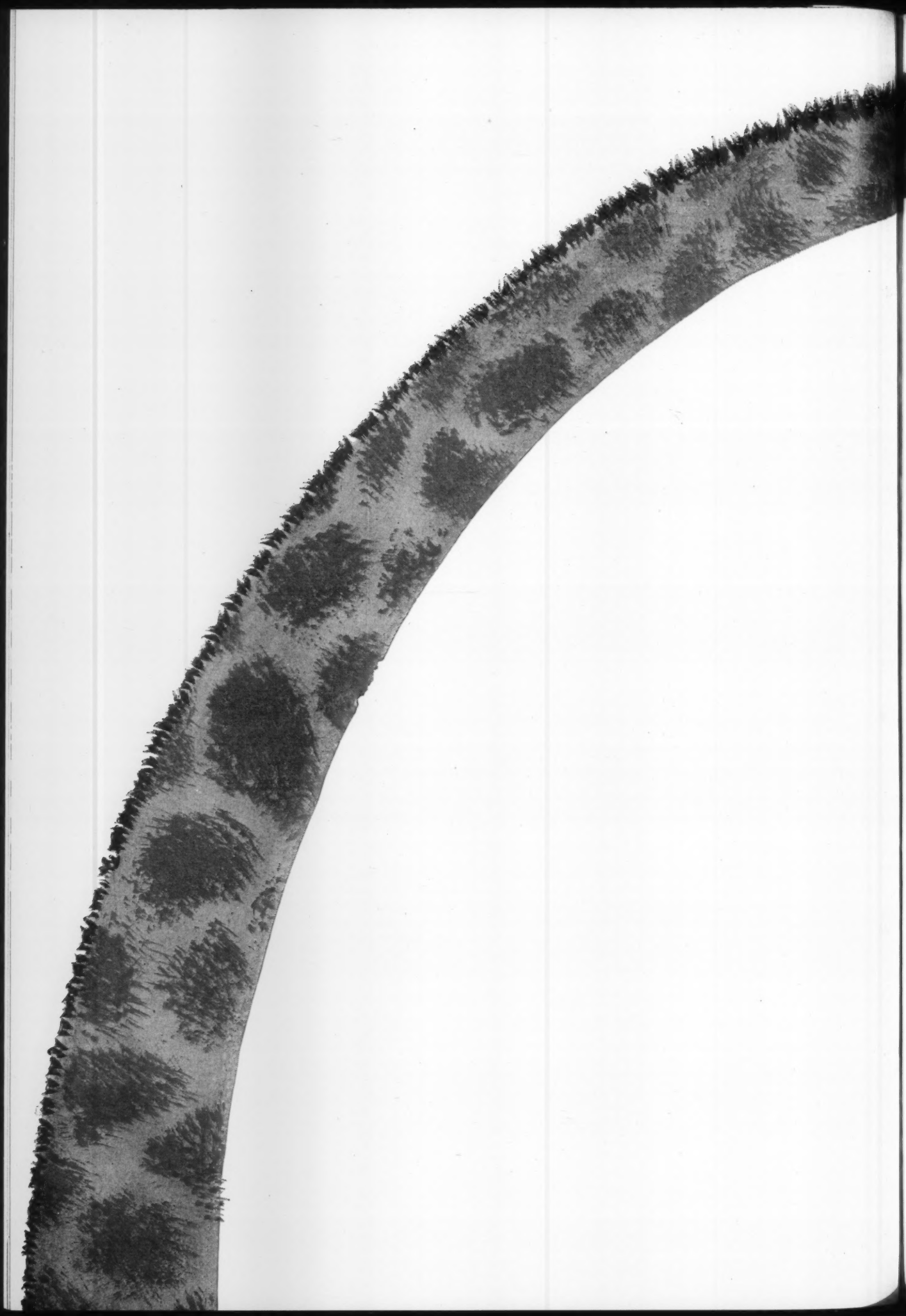
The simplicity of this 3-in-1 Turret Head obsoletes multiple arms, equalizers and throwover switch. Use only *one* Fairchild Turret Head Arm, it mounts up to three Fairchild Miniature Moving Coil Cartridges at one time—ready for instant selection at the turn of a knob, which also sets correct stylus pressure. All critical adjustments, usually inherent in viscous damped arms, have been eliminated in the current Fairchild 201-B. A completely redesigned base assembly with a new method of pivoting now incorporates automatic temperature control.

World's Finest Tape Recording Equipment

Fairchild Tape Recorders and Accessory Equipment are built to the highest professional standards and incorporate many exclusive features, including Pic-Sync, Syncroll Drive, Automatic Framing Control and others. Fairchild Tape Recorders are also built to order for specialized applications.

FAIRCHILD RECORDING EQUIPMENT

Tenth Avenue, Whitestone, N. Y.



To make a long story short...

Look, we've been hollering all over the place about BROADCASTING YEARBOOK. Now the bell tolls and *close!* Dec. 15th's the *absolute, final* deadline for copy; *your* copy and that of any other wide-awake man or woman in Radio. Remember we said, and said, and said—"you're not in radio if you're not in BROADCASTING YEARBOOK"?

The hundreds of radio advertisers who are in BROADCASTING YEARBOOK, are going to be up to their hips for the year 1954 in the greatest, most fruitful and dominant medium in the broadcast industry; a book as close to and as necessary as the telephone to everyone who's anyone day after day in the radio industry. Remember—it's the *last* call for the single most profit-making advertising investment you can make for 1954.

call, write, or wire now—

BROADCASTING YEARBOOK
1735 DeSales St., NW
Washington 6, D. C. ME 8-1022

says that most newscasters tend to read items about the bombing of Pearl Harbor and a two-bit blaze in Shantytown with the same emphasis and same amount of detail. This is probably due, he believes, to the fact that they lack local news staffs or that the newscaster is an announcer and not a news man. They emphasize national and foreign news which comes to them neatly packaged off the wires.

"Probably the answer is for radio stations to find themselves some part of a news staff, including at least one leg man. Show a little enterprise and imagination, shoot for some on-the-spot, I-saw-it stuff, try really to edit the wire copy, and where possible introduce at least one local tape-recorded sequence but without all the hemming and hawing that normally marks such efforts."

I have given you the gist of various comments. Now let's quickly summarize some of the principal points made by the 50 men whose opinions I solicited.

- Agency timebuyers seem to prefer that the newscaster handle clients' commercials.
- Balanced newscasts are important. Small stations should have more local news, larger stations should have more area, regional, and national news.
- You should take more advantage of radio's speed for fast reporting.
- Strive for accuracy in reporting local news. There seems to be a tendency now for radio listeners to telephone the newspapers for verification of radio reports.
- Hire newsmen rather than announcers.
- News needs editing for radio.
- Newscasters should be well informed about their city, area and state.
- Avoid errors and repetition.
- Do not give opinion—stick to facts.
- Don't try to be clever.
- Preparation is important. Know what news is about.
- Don't edit your news with your voice.
- Rewrite news copy and use a careful selection of words. Some words are quite readable, but are not good for listening.
- Consider changing the time of your newscasts, so they do not come at the same time as newscasts on larger stations.
- Don't "ape" larger stations. Pattern your programs for your area and audience.
- Don't scatter too many commercials through the newscast.
- Use approximations in long figures.
- Don't try to give too much detail. Radio's job is to give brief summaries and headlines.
- Strive for continuity or logical transitions in the newscast.
- Don't be afraid to give the public the facts—straight.
- Mix up your news. Don't hold back local news for special broadcasts.
- Don't give the same emphasis to a bombing of Pearl Harbor and a two-bit fire.
- Hire a leg man if you can.
- Try to get eye-witness reports.
- Do your part in providing the press services with news from your area.

If I were setting up a news department of a radio station, I would make every effort to hire a newsman who knows news. I would even sacrifice voice for his news ability.

Then I would insist that he keep well informed, and that he rewrite and edit news copy—wire services as well as ha outs and local news.

Radio writers usually do far more edit of copy than original writing. The natu of the business is condensing and rewrit the output of press services and releas This does not mean there is no room f creative writing in radio. I merely wish stress the importance of being able to e copy.

The next step in preparing a newscast to assemble copy without wasted moti Be sure the news wires are operating pro erly, are loaded with paper, and have a fre ribbon. Minutes can count. Don't ta chances.

Newspaper Cooperation

If you have a newspaper connection, e tablish a practical routine for getting carbo from the city desk promptly, and f handling stories phoned directly to the radi news department.

If at all possible, hire a leg man to cov the police, courthouse, city hall, hospita and funeral homes.

If you cannot afford a leg man, arrang to have your news man make periodic ca to these news hot spots. You have the ad vantage here over the newspapers. You ca get local news in a hurry and put it on the air in a hurry.

Organize your copy. Use spikes or clip to keep all pieces of a single story togethe with latest developments on top. Group re lated copy. If you have three automobil accidents in your area, round them out i one story. Don't use the accidents separatel and scatter them throughout the newscast.

I would also suggest a file in your news room with information as to the number o accidents in your area for the week, the month, the year. The file should also con tain other pertinent information that can be tacked onto local news stories. Try to ge new leads on your stories so you don't have to repeat the same story on several news casts.

Accuracy and Interest

Be accurate, be fair and be interesting. I personally like newscasters who handle the news like a newspaper plays news. That is, feature the most important story, whether it be local, national or international.

Strive for continuity and logical presentation of news. Give consideration to the relationship between the various stories. Group news of the day in Washington, your war news, your drouth news, etc.

Watch the time your story breaks. Your listeners are aware of the rapidity with which they are getting the information, and that is one of the main reasons why they listen to radio news. It's fast. Don't lose this advantage by using old news and news that has been repeated all day long.

Your listeners don't want you to devote most of your newscast to stories they have already read or heard. Mention on your newscast the time the story broke. Say, "Ten minutes ago President Eisenhower made this statement, etc."

Your writing rhythm should have a change

We keep it under our hat!
The famous KOA hat (size: 50kw) covers the Western Market like the sky blue sky.
In the 302 counties of twelve states served by KOA-Radio dwell 1,033,100 families—53.2% of them rural.
Last year's Western Market income ran to $5-billion. Western Market retailers rang up $4-billion in sales.
Suggestion: Sell your product... buy KOA-Radio.
50,000 WATTS
850 KC
CALL PETRY
KOA
DENVER
Covers The West...Best!
FOR FOOD ADVERTISERS:
KOA FOOD LEAGUE
AMERICA'S MOST FOOD-CONDITIONED AUDIENCE

of pace. Mix long and short sentences so that the over-all result is copy that is easy to listen to and to understand. Of course, tight writing can be overdone. Keeping sentences short does not mean jumpy sentences or distortion of ideas.

On the Topkea *Daily Capital* we use 10 principles of news writing which I believe could apply to radio news writing too (see box, page 98).

Voice inflection is an advantage radio has over newspapers, but it can be misused. It often amounts to editorial comment. Don't scare the pants off your listeners. Don't give a bulletin that Russia has the H-bomb and throw your listeners into a panic. I heard one newscaster bulletin that news flash, and if I hadn't known better, I might have felt like heading for a bomb shelter. I got the impression from his announcement that the Russians would be flying over Topeka any minute.

Perils of Prematurity

Many radio newscasters are guilty of premature reporting.

The bell rings on the press service machine. It's a bulletin, and the eager newscaster tears it off the machine and rushes to the mike. He interrupts a program and flashes the bulletin. It shocks the listeners. But the sad part of it all is that 10 minutes later the bulletin may be killed or changed.

It is better to miss a story than to muff it. The trouble with news which is here one moment and vanished into thin air the next is that people are likely to remain scared out of their wits long after they have forgotten just what it was that scared them.

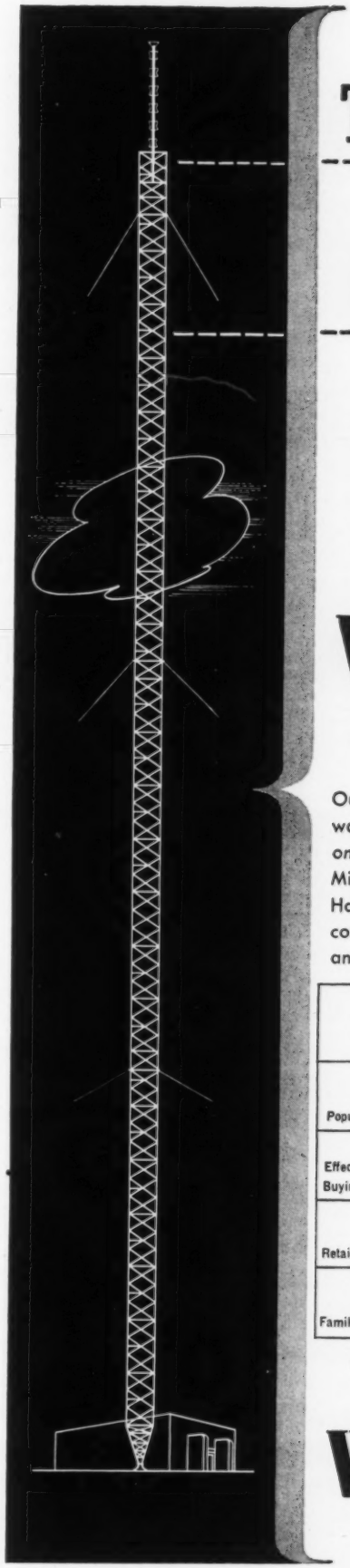
Newspapermen usually check bulletins carefully before pulling out the big black type. Often they are glad they did. If the story is to stand up, chances are that in just a few minutes additional material will move. If you have two press services, check one against the other.

You know the type of bulletins I'm referring to. False armistices are a good example.

News Knowledge Needed

Now, in closing I want to leave this thought with you. Newspapermen usually take a college education in journalism and then spend quite a few years learning the practical fundamentals of newspapering before they know how to write and evaluate news. The news editors usually are the best trained men on the staff. In radio, there seems to be a tendency, in some quarters at least, to hire a newscaster on voice and delivery alone. This, I believe, is worth giving a lot of thought. I would sacrifice a golden voice for a man who really knows news.

Remember also that radio newscasters have the same responsibility as newspaper editors to a community. They must stop and be sure they are right with the facts before they use the story. They must stop and evaluate the consequences of a bulletin bit of news which is either garbled in facts or misunderstood by the public. Tornado warnings, for example, must be handled with kid gloves or whole towns can be frightened unnecessarily.



maximum
TOWER HEIGHT

maximum
POWER

maximum
RESULTS

coming to
WTAR-TV
JANUARY FIRST

Our new 1049-foot tower and 100,000 watts power will give advertisers the *only total primary* coverage of America's Miracle Market — Norfolk, Portsmouth, Hampton, Warwick, Newport News and contiguous area of Tidewater Virginia and North Carolina.

	Within Grade A	Within Grade A and Grade B	Within Grade A, Grade B and 100 mv Line
Population...	784,690	1,156,000	1,600,400
Effective Buying Income	$1,073,371,850	$1,415,186,000	$2,040,385,800
Retail Sales...	$702,570,950	$919,355,950	$1,406,713,050
Families in Area	207,825	295,655	419,335

Data from SALES MANAGEMENT'S *Survey of Buying Power*, May 10, 1953.

WTAR-TV
Norfolk

Network Merchandising

(Continued from Page 90)

salesmen and makes demonstration calls. He contacts retailers and wholesalers and develops station cooperation at the local level, besides obtaining factual evidence of performance for use in NBC reports to sponsors.

While all this work is important, the most vital and important activity has been development of merchandising cooperation on the part of NBC affiliate stations in the interest of network sponsors.

The program developed for affiliates includes monthly mailing pieces for both the food and drug fields. As a result of mass production, stations have better mailings than they could turn out at a reasonable price.

Also developed by NBC was a portfolio of merchandising aids especially designed for station use at point of sale. These colorful pieces are imprinted with the affiliate's call letters or channel number.

Every month a merchandising memo is sent to every station on the network, reporting on newest merchandising trends and telling affiliates how they can interpret this information to best advantage.

Thus the network can provide a national, integrated service which includes cooperation by practically all affiliates. The amount and types of services that affiliates give a network advertiser vary with the market and the extent to which stations have developed their merchandising activities.

NBC Merchandising Dept. services are available without charge when an advertiser is using the network's facilities. These include:

1) Merchandising the entire campaign. (This means all the media being used, not just NBC.)

2) Work with advertiser's sales personnel to indoctrinate them in the best methods of merchandising the company's advertising for their product at the point of sale.

3) Do the same with advertiser's wholesalers, jobbers, distributors and their salesmen.

4) Consult with advertisers on the preparation of special presentations (prepared at cost) for advertiser's sales meetings, wholesaler or distributor meetings. Attend these meetings to put on special presentations if advertiser so wishes.

5) Examine and make recommendations to advertisers covering new developments in merchandising practices and procedures.

6) Give the advertiser specific help with "problem" accounts.

7) Conduct, when desired by the advertiser, such special survey functions as spot checks, attitude surveys, and local market tests.

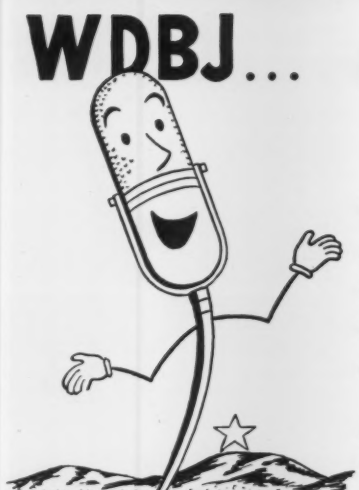
8) Develop and inaugurate special storewide merchandising promotions in the food, drug and department store fields.

9) Coordinate and implement the merchandising plan with NBC affiliated stations to deliver the greatest possible local impact.

10) Supply point-of-sale material at cost.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ... Roanoke's LARGE ECONOMY SIZE



Virginia has:

- **891,500 families**
- **861,890 RADIO families**
- **292,520 TV families**
- **413,740 CAR-RADIO families**

And the WDBJ area Includes about ¼ of Virginia's Population and Retail Sales.

Source: A. C. Nielsen Co., Inc.

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*

—PROGRAMS & PROMOTION—

DOUBLE BIRTHDAY

IT WAS amateur day on KVOE Santa Ana, Calif., last week when station and local Chamber of Commerce jointly celebrated their birthday anniversaries, 27th and 65th, respectively. Entire 17-hour broadcast day was turned over to approximately 75 Chamber members who emceed 10- and 15-minute segments of music programs, with station announcing staff merely listening. Public received pieces of huge birthday cake in station studios during evening.

EUROPEANS STUDY FARM RADIO

WNAX Yankton, S. D., was the subject of study for a group of European radio men in conjunction with the two-month Farm Radio Training Course sponsored by the Foreign Operations Administration. The visitors, five Yugoslavs, a Belgian, a Dane, and a Frenchman, along with three interpreters and a technical consultant from the radio and tv service of the Agriculture Department, are studying radio production in general and farm programming in particular. The purpose is to observe the techniques and accomplishments in American farm radio broadcasting which might prove useful in European countries to implement the drive for increased and more efficient agricultural production and better rural living.

EDUCATORS REVIEW FILM

EDUCATORS, pupils and parents in the Los Angeles area have a chance to "preview" educational films for the school systems on KHJ-TV Hollywood *The Three Rs,* weekly half-hour program which started Nov. 10 for an indefinite period. Program presents, for the first time on air, educational films from all over the nation selected by the Los Angeles County superintendent of schools, Los Angeles City school system and California Teachers Assn. Postcards given 200 leading educators in the area are used to vote whether or not films shall be purchased for local audio-visual education departments after educators "review" film.

QUEEN'S VISIT COVERED

CANADIAN BROADCASTING CORP. sent three commentators and three engineers to Jamaica to cover the visit of Queen Elizabeth II and the Duke of Edinburgh to the island on November 25-27. The three commentators sent their commentatories and actuality reports the same day by shortwave beam transmission to Miami and by landline to Toronto to the CBC Trans-Canada and French-language networks. Thom Benson covered the commentary for the Trans-Canada network, Judith Jasmin for the French network, and Maud Ferguson for the afternoon women's Trans-Canada network programs.

Prompt Attention

WHEN an examination of mail from more than 100 counties in five states claimed in WABT (TV) Birmingham's coverage indicated there were some trouble spots in receiving the station's signal, President-Managing Director Henry P. Johnston set out to find the trouble and remedy it. He sent tv engineers to visit tv set repair men in the troubled areas and advise them on ch. 13 reception problems. Mr. Johnston then departed on a two-week tour to demonstrate to repair men in these communities the use of the proper antenna to receive the WABT signal.

Nameless Chimp

TRIPLE threat promotion contest is underway in Baltimore—and stands to benefit the sponsor, Sherwood Brothers Inc. (Sinclair oil and gasoline products), the television station, WAAM, and the city's zoo.

Recently Sherwood Brothers Inc., sponsor of WAAM's *This is Your Zoo,* presented a year-old female chimpanzee to the Baltimore Zoo. It is running a contest, in conjunction with its dealers in the Baltimore area to name the new chimp. There is a first prize of $500, second prize of $250, additional cash prizes and a bonus of two tickets to the new Baltimore Orioles opening-day game to each prize winner.

The promotion involves ads in 33 Maryland newspapers, 115 outdoor billboards, television adjacencies to major sporting events, daily announcements on eight Maryland radio stations and point-of-sale material (lapel buttons, curb signs, mailings).

The weekly television program, which began on WAAM in 1949, has made the biggest contribution to a doubling of attendance at the Baltimore Zoo, Zoo Director Arthur Watson said recently during ceremonies on the gift of the new chimp. WAAM is also financing an African safari for Mr. Watson which begins Jan. 15 when the Baltimore Zoo director leaves for the Belgian Congo.

'IN THE PUBLIC INTEREST'

WSB-TV Atlanta, Ga., has released a promotion booklet entitled "In the Public Interest." The booklet is concerned for the most part with a series of medical forums the station presented in cooperation with the Fulton County Medical Society. In the pamphlet are a list of diseases covered by the programs, reprints of letters praising the station for its public interest, reprints of newspaper clippings describing the series and a list of other public interest programs the station presents.

CHICAGO TALENT DIRECTORY

CHICAGO UNLIMITED, nonprofit organization dedicated to publicizing and furthering local radio-tv personalities and program originations, has published a new edition of its talent directory. The 121-page book lists talent by category, advertising agencies, AFTRA rates, dramatic schools, film studios, labor groups, package producers, radio-tv stations, RTDG rates, and trade publications. It also contains editorials alluding to "Chicago touch" in network programs and points up low cost-per-thousand figures and ratings for top tv programs originated in Chicago, with listings of all shows.

CITIES AND TOWNS SALUTED

CITIES and towns in Rhode Island, Massachusetts and Connecticut will be saluted from time to time throughout the year by WJAR-TV Providence on its *Salute to the Cities* series which started Friday. One day will be devoted to the television visit to a particular city or town with appearances of guests including city officials, leaders in the business, religious, educational and cultural life of the community on various WJAR-TV programs. The first program of the series honored Pawtucket, second largest city in Rhode Island. Featured was the city's annual Christmas parade.

'EXPANDING HORIZONS'

SIXTY-ONE Alabama leaders in different fields of interest recently completed a series of 12 half-hour programs on WABT (TV) Birmingham, entitled *Expanding Horizons,* outlining problems of their fields, with suggestions as to how radio and tv might help to bring about the solutions. The problem fields included education, business, agriculture, labor, government, sports, Negro progress, women's activities, religion and music.

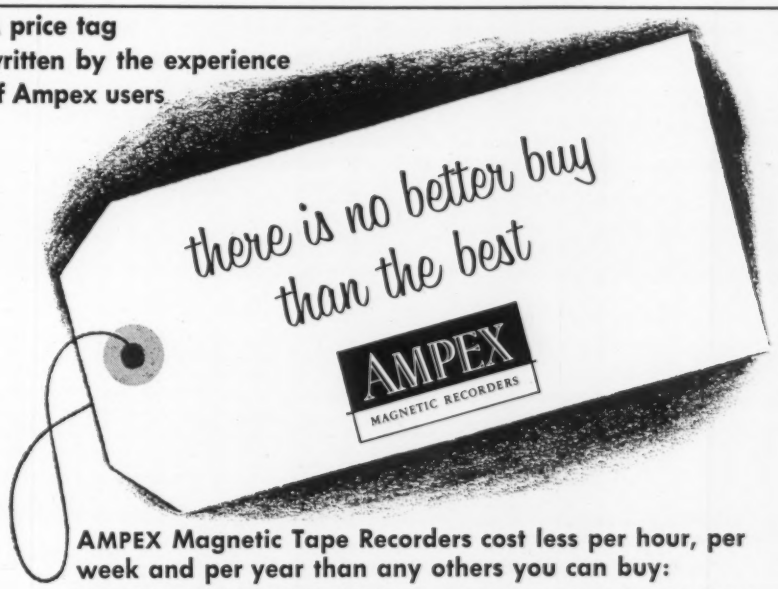
WFIE (TV) PASSES CIGARS

PACKAGE of La Fendrich cigars was sent to the trade by WFIE (TV) Evansville, Ind., new uhf ch. 62 outlet which started commercial operation Nov. 15. Pasted on back of a five-cigar pack, a card reads: "Have a cigar on television's new baby—WFIE. Now you can really ring that cash register—with sell-evision. WFIE popular programming gives you the advertising opportunity of a lifetime!"

'I DIG YOU' BUTTON

IN ONE week WBMS and WCOP Boston received over 3,000 requests for membership in the newly-formed *Symphony Sid* Fan Club, the the stations report. The program is aired by WBMS from 3-5 p.m. and on WCOP from 10-12 p.m. daily. Each club member receives a colorful pin which reads: "Symphony Sid, I Dig you the Most, WCOP WBMS Boston," and a membership card.

A price tag written by the experience of Ampex users



AMPEX Magnetic Tape Recorders cost less per hour, per week and per year than any others you can buy:

BECAUSE THEY LAST MORE YEARS. Over three years ago an Ampex 300 was put on a 17 hour per day continuous music service in Honolulu. After 11,000 hours of running time, the machine was still using the original set of heads. When checked, their performance was within the published specifications for new machines. Based on the replacement price, the cost of head wear was 0.7 cents per hour.

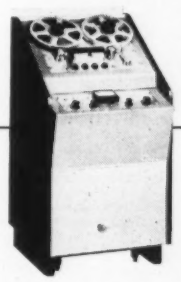
BECAUSE THEY GIVE SUSTAINED SATISFACTION. When you buy the best, you don't soon buy a "better" machine to replace it. An Ampex Tape Recorder provides a combination of fidelity, responsiveness, timing accuracy and reliability that has no equal. Ampex owners don't make expensive trades; they keep their machines and get full value in long-time service and satisfaction.

BECAUSE THEY HOLD THEIR VALUE. It's a matter of supply and demand. Because of a well earned leadership, Ampex machines are the most wanted — but the most seldom resold. An Ampex is built to last, and after one, two or even five years, it will have far more real value left in it than any tape recorder that was "built to a price."

BECAUSE THEY'RE EASIEST TO MAINTAIN. On the New Ampex Model 350, a pivoting top plate and sliding electronics make all working parts accessible for checking even when the machine is running. Motors and other individual components have plug-in connections which make replacement extremely simple. But because the Ampex is "professional quality," it will require far fewer adjustments and parts replacements than other recorders.

SEE THE NEW AMPEX 350 — It's the newest of the best. It offers new accessibility, new convenience of operation and an attractive new price.

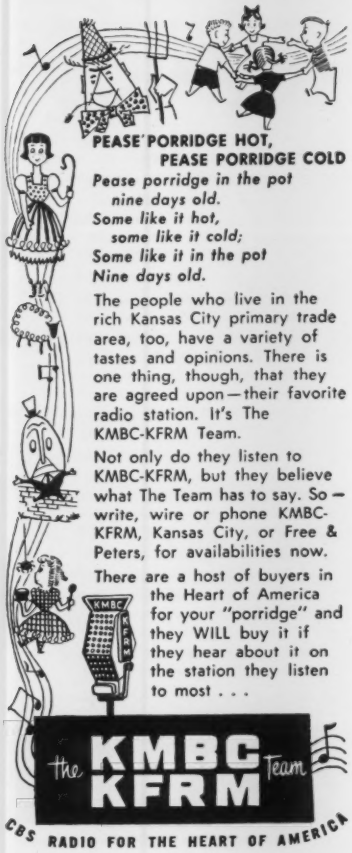
Recorders priced from $975.00; reproducers from $495.00. For further information write today to Dept. D-1472-B



IF YOU PLAN FOR TOMORROW, BUY AMPEX TODAY

AMPEX CORPORATION

AMPEX CORPORATION
934 CHARTER ST. • REDWOOD CITY, CALIF.
Distributors in principal cities; distribution in Canada by the Canadian General Electric Company



PEASE PORRIDGE HOT, PEASE PORRIDGE COLD

Pease porridge in the pot
nine days old.
Some like it hot,
some like it cold;
Some like it in the pot
Nine days old.

The people who live in the rich Kansas City primary trade area, too, have a variety of tastes and opinions. There is one thing, though, that they are agreed upon—their favorite radio station. It's The KMBC-KFRM Team.

Not only do they listen to KMBC-KFRM, but they believe what The Team has to say. So—write, wire or phone KMBC-KFRM, Kansas City, or Free & Peters, for availabilities now.

There are a host of buyers in the Heart of America for your "porridge" and they WILL buy it if they hear about it on the station they listen to most . . .

the KMBC KFRM Team

CBS RADIO FOR THE HEART OF AMERICA

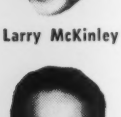
Season's Greetings

Laura Lane

Larry McKinley

THANX

Jack Willman



Ernie "The Whip"

TO YOU ALL AND ALL BEST WISHES FOR 1954

600KC "THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.

Gill-Perna, Inc.—Nat'l Rep.

FORGET-ME-NOTS SENT

S. C. JOHNSON & SON sent around a timely and pointed reminder last Sunday a few hours before it presented a new tv program. William Connelly, public relations director, commissioned florists to deliver a corsage to homes of industry figures. The box contained this note: "Hope these forget-me-nots will remind you that *Life With Father* has its television debut on CBS-TV at 7 o'clock tonight. We think you'll find the show fine, wholesome, family entertainment." The Johnson firm is sponsoring the new series.

PUBLIC HEALTH PROGRAMS

SERIES of 13 transcribed programs dealing with public health is being made available free to radio stations by the American Osteopathic Assn. in cooperation with Northwestern U. Titled *The Doctor's Story*, transcriptions treat juvenile delinquency, alcoholism, narcotics addiction and other subjects. Format comprises a dramatic skit in opening segment and discussion of particular problem. Show features students from Northwestern U.'s radio school and was written by Helen Lapat and Jack McGuire. Distribution is being handled through state associations. Stations may obtain series by writing to the American Osteopathic Assn., 212 E. Ohio St., Chicago 11, Ill.

WENS (TV) IS 'SWEET 16'

"SWEET 16" is the heading on a promotion piece of WENS (TV) Pittsburgh, uhf ch. 16. Highlighted is the total Pittsburgh uhf set count as of Oct. 15 (after two months of operation)—132,934. Decoratively designed, the release lists its sponsors and the ABC and CBS stars that appear on the station. There are also reprints of congratulatory letters sent to the station.

KFH CHRISTMAS PARTY

KFH Wichita, Kan., and the Wichita Veterans of Foreign Wars are planning to entertain hundreds of underprivileged children at a Christmas party with tickets to be distributed by local social and welfare agencies. Admission to all KFH broadcasts during November and December is a toy or treat to go into gift packages for each child. Station personnel and VFW members also are collecting toys from local merchants and food for Christmas baskets to be distributed by the VFW.

Queen's Wish

HERE is the way WDSU-TV New Orleans granted a Queen's wish. Queen Frederika of Greece asked WDSU-TV if she could see herself on tv. The Queen and King Paul of Greece visited the city Nov. 19. Arrangements were made for the Queen to visit studios during *Your Esso Reporter*, local tv news show featuring films of ceremonies honoring the royal couple. When conflicting receptions prevented the Queen's visit, a special set was installed at International House and Her Majesty adjusted her schedule to arrive at the reception in time to have her wish granted.

50,000 YULE SHOPPERS

A TIE-UP between WLWD (TV) Dayton and the Rike-Kumler department store there brought 50,000 shoppers to the store as the community kicked off the annual Christmas shopping season, according to the station. Approximately 20 station personalities were stationed throughout the store where they entertained and signed autographs. The event was plugged by the tv station on a spot basis and on the daily Rike-Kumler program, *Shopping With Cornelia*, which is telecast from permanent studio in the store.

COLORFUL PROMOTION

KDYL-TV Salt Lake City has gone colorful in its program schedule which doubles as a promotion piece for color tv. Presented in varied colors against a black background, the schedule points out that the colorful West is anxious to see the colors of other parts of the country via color television, and that the rest of the country will want to see the brilliant hues of the West. "And, we might add—it's a big picture, a color-full, dollar-full picture. Fact is, there's a pot of gold at the end of the rainbow here in rainbow land."

INDUSTRY LEADERS JOIN WCHS SALUTE TO W. VA.

IN A SALUTE to West Virginia's 90th anniversary year, WCHS Charleston will air a series of broadcasts featuring 39 national leaders in business, labor and government, Lewis C. Tierney, WCHS president, said last week.

The series, titled *Progress, West Virginia*, has been in preparation four months and the weekly quarter-hour programs will be offered to all West Virginia stations, Mr. Tierney said. "Never before in the history of broadcasting has one station ever assembled such an impressive array of public figures to tell a story," he added.

Every main industry in West Virginia will be represented, Mr. Tierney said. The speakers are:

Industrial—Mark M. Biddison, president, general chemical division, Allied Chemical & Dye; C. J. Hardy Jr., president, American Car & Foundry; K. C. Towe, president, American Cyanamid; William Blenko, president, Blenko Glass Co.; Thomas Bloch, president, Bloch Brothers Tobacco Co.; Carl Kayser, president, Columbian Carbon Co.; R. F. Evans, president, Diamond Alkali Co.; F. G. Bannerot Jr., president, Elk Refining Co.; Stanley C. Hope, president, Esso Standard Oil Co.; Dr. E. D. Ries, general manager, poly-chemicals department, E. I. duPont deNemours & Co.; P. L. Davies, president, Food Machinery & Chemical Co.; Raymond Salvati, president, Island Creek Coal Co.; General Brehon Somervell, president, Koppers Corp.; John L. Gillis, vice president, Monsanto Chemical Co.; H. B. Higgins, president, Pittsburgh Plate Glass Co.; W. R. Reitz, president, Quaker State Refining Co.; Morse G. Dial, president, Union Carbide & Carbon Corp.; W. C. Keeley, president, Vanadium Corp. of America; Thomas E. Millsop, president, Weirton Steel Co.

Labor organizations—George Meany, president, AFL, and Walter Reuther, president, CIO.

Rail transportation — Presidents Howard E. Simpson, Baltimore & Ohio Railroad; Walter J. Tuohy, Chesapeake & Ohio Railway; R. H. Smith, Norfolk & Western Railway, and William White, New York Central Railroad.

Airlines — Capt. Eddie Rickenbacker, board chairman, Eastern Airlines; C. R. Smith, president, American Airlines, and T. H. Davis, president, Piedmont Airlines.

Highway transportation—George Engle, president, Atlantic Greyhound Lines.

Public utilities—Philip Sporn, president, American Gas & Electric; John W. Partridge, president, United Fuel Gas Co., and C. H. Johnson, vice president, Chesapeake & Potomac Telephone Co.

State government—William C. Marland.

Educational institutions — The presidents of West Virginia U., West Virginia State College, West Virginia Institute of Technology and Morris Harvey College.

Alice Schein, manager, WBTH Williamson, will speak as president of the West Virginia Broadcasters Assn. and Mrs. Frances Ogden Stubblefield will be presented as president of the West Virginia Press Assn.

'MINK FOR MAMA' CONTEST

RETAIL television dealers have an opportunity to win "mink for mama" in a promotion recently introduced by the Television & Radio Division of Raytheon Mfg. Co. The firm is teaming up with its distributors in a sales contest qualifying retail dealers to win mink stoles, jackets and scarves valued from $225 to $750. The competition, which began Oct. 1, ends Dec. 31 with no limit as to the number of dealers who are eligible to win. Raytheon reports that the contest has been enthusiastically acclaimed by Raytheon distributors who indicate that the promotion promises to exceed all records for television set sales.

BIRTHDAY BUTTONS FROM KUSD

BIRTHDAY buttons, red and white and big as a half dollar, have been sent to more than 200 members of the KUSD Vermillion, S. D., *Candy Cane Lane* Birthday Club. *Candy Cane Lane* is a daily program of poetry, stories and music for children. In addition to receiving birthday buttons, children hear "Happy Birthday" played for them on the program.

KOOL-TV, KOY-TV REPORT ARIZ. TV

KOOL-TV and KOY-TV Phoenix, which share time on ch. 10 there, are publishing a weekly report on their joint operations, titled "Arizona Television." Subjects covered in the newsletter are letters from listeners, reports on programming and listings of advertisers.

WSLS 'FAMILY CHOICE'

WSLS Roanoke, Va., on its *Morning Digest* program, 7-9 a.m., is featuring a new programming idea in the form of a "Family Choice" contest. Families are invited to select a program of 11 songs to be played on the program. Sixty schedules will be selected to be played between Dec. 7 and Feb. 13 with each family whose choices are played receiving $5. Listeners are then requested to vote for the families whose choices they enjoyed, a new Plymouth going to the winner.

WTPA (TV) HOST TO AD CLUB

WTPA (TV) Harrisburg, Pa., entertained members and friends of the Advertising Club of Harrisburg at their regular November meeting, transporting 150 by chartered buses to the station where they were served buffet lunch. David Bennett, station general manager, presented a program showing the methods by which television sells merchandise, including the technical aspects, programming and art.

WKNE 'SANTA'S HELPER'

ONCE again for the 11th consecutive year, WKNE Keene, N. H., is airing *Santa's Helper*, a one-man show, written, produced and presented by Ozzie Wade, who plays all the characters himself. Mr. Wade reads letters to Santa and contacts the North Pole to make certain that children's names are entered in the "giant ice ledger." He talks with Santa, Snuffy, the good little elf, Tuffy, the bad little elf, and Grandpa Walrus who tells children stories about the North Pole. Music is provided by the "giant ice organ."

SEE YOURSELF ON TV PROMOTION

CONTINUING promotion in public places has been started by WTOP-TV Washington in the form of a see-yourself-on-tv stunt. A new RCA industrial camera is set up and people are invited to be seen on a tv screen with a WTOP-TV artist or life-size cutout photo. A 60-second Polaroid camera supplies a snapshot of the event. Electronic Wholesalers of Washington supplies camera and equipment.

WBKB 'SANTA CLAUS REVUE'

CHRISTMAS series for small children was launched by WBKB (TV) Chicago last Monday and will be seen Monday through Friday until Dec. 25. Titled *Santa Claus's North Pole Revue,* program features Cliff Soubier reading kiddies' mail, spinning records and showing tots latest designs in toys. Program is aired sustaining at 9:30 a.m. WBKB also telecast, for fourth consecutive year, Santa Claus Parade down Chicago's State St. Nov. 21.

Cobra-Cast

THE DEADLY cobra was a celebrated tv star for a day last month in Springfield, Mo. KYTV (TV) there telecast the live snake (it was in a mesh-wire box) after the reptile had been taken into custody by a Springfield citizen with the aid of police. The capture came after local police recorded the killing of nine cobras early in October. Presentation of the snake on tv was made with an explanation that it should help viewers identify other members of this reptile family. Program Director Carl Fox and newsman Jerry Highley arranged the telecast.

LEARNING TO READ ON TV

PARENTS of children in primary school are able to observe methods used to teach pupils how to read, in a special series of five half-hour programs seen weekly on WTMJ-TV Milwaukee. Titled *How Your Child Learns to Read,* the series has been arranged in cooperation with the Milwaukee public schools. A part of the station's studio has been transformed into a school room for the programs, and actual classes are conducted while the program is in progress. During the telecasts, two directors of primary education for the Milwaukee public schools comment on techniques used to teach the class to read. A different class from a different school appears each week.

WWOR-TV DEALER PLAN

WWOR-TV Worcester, Mass., roving cameraman is taking photos of tv dealers' windows and store displays featuring "Be Ready for Ch. 14" window streamers which have been distributed by the new station. All dealers promoting ch. 14 in this way will be given a free plug on WWOR-TV.

WKNY-TV CONVERSION MEETING

WKNY-TV Kingston, N. Y., was host to tv dealers, servicemen, set distributors and parts distributors at a meeting held to discuss the various methods of installing antennas and converting sets to receive the station's ch. 66. Principal speakers were Robert M. Peebles, vice president and general manager of WKNY-AM-TV; Robert L. Sabin, manager of tv operations for the station, and Carl Egolf, chief engineer.

MAKES SALES RECORDS

Mort Nusbaum has a background of many years' success in building business and sponsors. His all-new afternoon show, "Off the Record," is already exceeding his previous successes.

Each afternoon from 2 to 3, Mort has a sterling array of music, talented guests, contests and information. Backed by his inimitable personality, "Off the Record" has demonstrated ability to move products and services in the rich Upstate New York market called WHAM-land. Sell Western New York with highly Pulse-rated participation announcements on this low cost per thousand listeners program.

50,000 WATT CLEAR CHANNEL

WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co. Nat'l Rep.

IN THE 75th MARKET
– TEXAS' 5th
EL PASO

El Paso is the largest city within 574 miles in all directions. It is situated in an area surrounded by such major cities as Denver, San Antonio, Fort Worth, Mexico City and Los Angeles. It produces close to $1,000,000,000 worth of raw materials and manufactured commodities.
To serve this biggest of all geographical trade territories, KEPO has the greatest *daytime interference-free* contour (usable coverage area) of *any* El Paso radio station. In addition, here's another important factor to time buyers . . . KEPO has the greatest ground-wave field intensity (most usable signal) of *any* El Paso radio station.
Therefore it's logical to conclude that, to cover this most lucrative market, you must buy KEPO.
Figures from Sales Management May 10, 1953. For further details about KEPO, contact Avery-Knodel.

THE MOST POWERFUL STATION IS
KEPO
ABC at 690
10 kw

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY, INC.
AFFILIATED WITH NBC

PEOPLE

Advertisers

Adolph Stuber resigns as vice president in charge of sales and advertising of Eastman Kodak Co., Rochester, N. Y. He will continue as director. **James E. McGhee,** general sales manager and vice president of firm, succeeds Mr. Stuber with **Theodore R. Pevear,** assistant general sales manager, named to replace Mr. McGhee.

James T. Maunders named director of public relations for Bohn Aluminum & Brass Corp. Mr. Maunders was previously assistant secretary of Detroit Board of Commerce.

Agencies

Jerry W. Ream, formerly with Henri, Hurst & McDonald, to MacFarland, Aveyard & Co., as vice president and account executive.

S. James Andrews, assistant to president in charge of tv and radio, Maxon Inc., N. Y., Detroit and Chicago, has resigned.

James R. Sanders to Fulton, Morrissey Co. as group creative supervisor.

David H. Grigsby, formerly advertising manager at Zenith Radio Corp., to Coventry, Miller & Olzak Inc. as merchandising director.

Nelms Black, assistant general manager, American Fruit Growers Inc., L. A., to Charles Bowes Adv., same city, as account executive.

John F. Manning, account executive, Chambers & Wiswell, Boston, to Foote, Cone & Belding, S. F., in similar capacity.

Raymond E. Miller, formerly with Crosley Div., Avco Mfg. Co., to merchandising department of Needham, Louis & Brorby, Chicago. **Don Jordan,** formerly copy chief at BBDO, Detroit, to copy department of same agency.

John Grant to MacLaren Adv. Ltd., Toronto, as assistant radio timebuyer.

John Ambrose to Cockfield, Brown & Co. Ltd., Toronto, as tv writer-producer.

Holly Lingo, publicist and copywriter, to copy staff of Russel M. Seeds Co.

Robert E. Lusk, president of Benton & Bowles, named chairman of Advertising & Graphic Arts Div. for campaign on behalf of George "Junior Republic," co-educational community near Ithaca, N. Y. **John K. Herbert,** NBC vice president, will serve with Mr. Lusk as chairman of radio sub-committee.

Roger Pryor, radio-tv vice president, Foote, Cone & Belding, has accepted chairmanship of membership committee, Radio & Television Executives Society.

Alfred A. Atherton, head of Atherton Adv. Agency, L. A., elected president of Southern Calif. Adv. Agencies Assn. to complete unexpired term of **Ralph Yambert,** resigned. Succeeding Mr. Atherton as first vice-president is **Douglas E. Anderson,** partner, Anderson-McConnell Adv., that city.

Norton S. Fowler, president of Nort Fowler Adv. Agency, Wilmington, Del., installed as president of Advertising Club of Wilmington.

Emerson Foote, executive vice president of McCann-Erickson, N. Y., elected to board of directors of N. Y. Cancer Committee and appointed chairman of its public relations and educational committee.

James A. McGarry, assistant to president BBDO, N. Y., named chairman of New Yo Arthritis & Rheumatism Foundation's profe sional, publicity and advertising committee.

Lawrence J. Casey, public relations director Weightman Inc., Phila. advertising agenc named executive director of Citizens' Co mittee for N. J. State Medical-Dental Scho and Health Center. Weightman Inc., will dire their advertising program.

Stations

John F. Carlson, commercial manager KRSC Seattle, appointed general manager KLOG Kelso, Wash.

Louis Frankel, formerly with WJJD and WBB Chicago, appointed sales administrator WJJD, replacing **Bob Ward.**

Ben Nadeau, formerly of CKCV Quebec, name sales manager of CJQC Quebec. **Roger Gilbe** named acting manager of CFDA Victoriaville Que.

Wally George, disc m.c., KIEV Glendale, Calif to KUAM Guam as manager.

Will Williams appointed manager of newly created publicity, advertising and promotion department at KGO San Francisco. He was associated formerly with Better Business Bureau of S. F. **Andrew Akamian** named to or ganize and administrate new merchandising de partment for KGO-AM-TV. He was formerly in charge of food merchandising for Sidney Garfield & Assoc., S. F., advertising agency.

CONGRATULATIONS are exchanged by Robert C. Wiegand (r), formerly sales manager of WTVN (TV) Columbus, Ohio, recently appointed assistant general manager, and his successor, Edwin G. Richter Jr. (l). Mr. Richter previously was connected with the sales department of WTVN and prior to that was general manager of WKRC-FM Cincinnati. Between them is J. W. McGough, general manager of the tv station.

Mel Breen to CBLT (TV) Toronto as publicity representative.

Hank Schaefer, manager of tv network sales service, ABC Chicago, to KNXT (TV) Hollywood as chief traffic coordinator.

Joanne Winslow, assistant fashion editor of *Charm* magazine, to WTOV-TV Norfolk, Va., as women's director and fashion expert. **Anabel Noel Wheat,** zone home economist for Crosley Appliance Corp., to station as home economist.

Robert C. Smith, publicity director at WGAR Cleveland, promoted to director of public relations and advertising.

Mr. Smith

Warren Park appointed director of color tv for WJAR-TV Providence, R. I. Mr. Park was director of religious and educational programming at station previously.

Peter Brysac, floor manager with WATV (TV) Newark, promoted to director.

Virginia Kurtz, former merchandising manager of *American Home Magazine* and assistant merchandising director of Grant Adv., to WATV as assistant to Lou Frankel, director of promotion.

Old Army Game

JOHNNY SCOTT, WOR-AM-TV New York announcer, provided the narration for a film produced by the U. S. Army Signal Corps on yellow jaundice symptoms about a year-and-a-half ago. Although he asked the Signal Corps on several occasions for the opportunity to see the films, arrangements for the viewing never materialized. But Mr. Scott learned that everything comes to him who waits—and watches his tv set. Several days ago he heard his voice and saw the film—on opposition station WPIX (TV) New York.

Ray Abel promoted from staff director to executive tv director of WABC-TV New York. Mr. Abel will continue as director of *Personal Story* (Sun., 4-4:30 p.m., EST).

Charles Baughman, WILL Urbana, to WICS (TV) Springfield, Ill., as tv farm editor. **Warren King,** Donnelly Corp., to same station as salesman.

J. Stanley McCormack, space salesman for *Washington Evening Star,* to WTOP-TV Washington as time salesman.

Robert E. J. Sanders, former sales promotion manager of Credak Inc., national credit card company, to sales staff of WIP Philadelphia.

Earle C. Ferguson, formerly program manager for KOA Denver, appointed to sales staff of KLZ that city.

Mrs. Janet K. Conner, account executive for *Anchorage Daily Times,* to KTVA (TV) Anchorage, as account executive.

Bob Hess, commercial manager at KSVP Artesia, N. M., to announcing staff of KFYO Lubbock, Tex.

Mark Weaver, news director at KLRA Little Rock, Ark., to KOMA and KWTV (TV) Oklahoma City.

Marilyn Barnett to WNOE New Orleans to conduct *What's New in New Orleans.*

Ron Tuten, program director for WAYX Waycross, Ga., to WMBR Jacksonville, Fla., as disc jockey.

Freddie Chapman, Capitol Records cowboy

Support Heavy Antenna Loads with Emsco *Engineered Towers*

To be sure your proposed TV tower is designed to carry a maximum antenna load . . . specify an Emsco "Tower of Strength." Hundreds of Emsco installations, embracing the complete range of antenna loads, are proof of their reliability.

Emsco tower designs have safety factors in excess of anticipated stresses. Every Emsco tower meets rigid RTMA and AISC standards. And to insure long structural life, plus reduced maintenance costs, Emsco towers are hot dip galvanized.

Emsco *unconditionally guarantees* its tower designs. Back of each Emsco tower is a quarter century of specialized experience in steel tower fabrication.

For guyed or self-supporting towers unequalled for safety . . . performance . . . economy . . . specify Emsco. Prompt delivery is assured.

EMSCO
TOWERS OF STRENGTH
EMSCO MANUFACTURING COMPANY
LOS ANGELES, CALIFORNIA
Houston, Texas • Garland, Texas

Typical Emsco guyed tower installation, Galveston, Texas

MAURICE E. McMURRAY (r) is welcomed to WJBK-TV Detroit as television sales manager by Harry R. Lipson (r), assistant managing director, and Gayle V. Grubb, vice president and managing director of the Storer Broadcasting Co. station. Mr. McMurray joins WJBK-TV after 14 years in broadcasting including service with tv network sales departments of CBS and NBC, with C. E. Hooper Inc. and with Gorge F. Foley Inc.

singer, to WBRE-TV Wilkes-Barre, Pa., to handle *W-Bar-E Ranch* program.

Alan Forbes Milair to WSYR Syracuse, N. Y., announcing staff. He was formerly with WKRT Cortland, N. Y.

Peter Grevas, recently discharged from U. S. Army, to WHBF Rock Island, Ill., continuity staff.

Pat Healy, publicity staff, KTTV (TV) Hollywood, retired Nov. 13. **Joan Meisner,** station program department, replaces her.

Mrs. Yvonne (Le Brock) Newhouse, copy chief and announcer at WHBY Appleton, Wis., to KCSJ-AM-TV Pueblo, Colo., as assistant copywriter.

Art Baker, Hollywood radio-tv announcer, and **Johnny Grant,** announcer-disc jockey, assigned roles in Paramount Pictures feature films, "Living It Up" and "White Christmas," respectively.

Joseph L. Tinney Sr., vice president and assistant general manager of WCAU, and **Roger W. Clipp,** general manager of WFIL, both Philadelphia, named by Red Cross as co-chairmen of 1954 Red Cross fund campaign's public relations committee.

Henry P. Johnston, president of The Television Corp. and managing director of WAPI WABT (TV) Birmingham, Ala., named to State Executive Committee of American Cancer Society.

John Pattison Williams, executive vice president of Air Trails Network (WING Dayton, WCOL Columbus, WIZE Springfield, all Ohio, and WCMI Ashland, Ky.), re-elected director of Ohio Chamber of Commerce representing radio.

Karl R. Koerper, vice president of Kansas City Power & Light Co. and former vice president and managing director of Midland Bcstg. Co. (KMBC Kansas City), elected president of Chamber of Commerce of that city.

Harry D. Burke, general manager of KFAB Omaha, Neb., elected vice president of Downtown Kiwanis Club of Omaha.

William P. Robinson, president of Crosley Bcstg. Inc. of Atlanta, cited by Chief of Naval Air Reserve Training for outstanding services and support given Navy in furthering Naval Air Reserve Program in southeastern area. Mr. Robinson received Naval Air Reserve Training Command Citizen Award.

George Henderson, general sales manager for Crosley Bcstg. Corp.'s tv operations, elected Lt. Governor of Fifth District of Adv. Federation of America (Ind., Ohio and Ky.)

W. W. Woods, assistant resident manager, WHO Des Moines, Iowa, elected president of Des Moines Better Business Bureau for second year.

Jean Martin, commentator, KEEN San Jose, Calif., elected radio chairman, San Jose Business & Professional Women's Club.

Dud Cason, farm director for KMMO Marshall, Mo., elected to board of directors of Mo. Society of Farm Managers & Rural Appraisers.

Bruce Layer, sports director at KPRC-AM-TV Houston, Tex., elected chief barker (corresponds to president) of Variety Club of Houston.

Chef Milani, personality and cooking expert, KTTV (TV) and KMPC both Hollywood, received Order of Star of Solidarity from Italian government at Hollywood Ad Club meeting.

Don McKee, merchandising manager at WBAL Baltimore, father of boy, Stephen Kennedy, Nov. 18. **Bill Rock,** program director at WBAL, father of boy, Kevin Paul, Nov. 19.

John White, account executive at KMOX St. Louis, father of boy, Matthew, Nov. 9. **Bernie Fox,** traffic manager at station, father of girl, Rosemary, Nov. 12.

David Manning, announcer, KGFJ Hollywood, father of boy, Robert Louis, Nov. 15.

Katherine Mary Neumann, who conducts home economics program on WDTV (TV) Pittsburgh, and Donald A. Comer were married recently.

Dorsey Connors, WNBQ (TV) Chicago personality, and **Jim Bannon,** actor on NBC-TV's *Hawkins Falls,* have announced their engagement. Wedding is set for Dec. 12.

Gene Flavin, WSYR-TV Syracuse, N. Y., and Claudine Geddes were married recently.

Bill Lohmeier, sportscaster at WHBF-TV Rock Island, Ill., father of boy, James Clifford.

Herbert Dugan, Hollywood radio and tv engineer, died Nov. 13.

Charles R. Henry, Hollywood radio-tv technician, died Nov. 14.

Lawrence Butler, 29, sales service manager at WNAX Yankton, S. D., died Nov. 19.

Networks

Martin H. Percival, account executive in N. Y. office of NBC Spot Sales and previously time-buyer with McCann-Erickson, N. Y., appointed manager of S. F. office of NBC Spot Radio Sales, replacing **Herbert H. Smith,** who has been named manager in S. F. office of John Blair & Co., radio station representative [B•T, Nov. 23].

How WLS Serves Farm Listeners
. . . and Why It Holds Them!
SEE OUR DOUBLE PAGE SPREAD IN THIS ISSUE
WLS CHICAGO 7
Clear Channel Home of the National Barn Dance

Lester L. Gould, manager of WJNC Jacksonville, N. C., elected president of Tobacco Radio Network. Other newly-elected officers are: **Fred Fletcher,** manager of WRAL Raleigh, N. C., vice president; **Allen Jones,** manager of WGNI Wilmington, N. C., secretary-treasurer; **Ken Willson** re-elected executive vice president and general manager of nine stations in eastern N. C.

Bill Malcolm, who has been on military leave of absence from NBC, returns to duties as associate director of NBC Radio. Mr. Malcolm has been serving in Japan-Korea area with 1st radio broadcasting and leaflet group, Pyschological Warfare Organization.

Bruce Sutton, news staff of CBC Toronto, named regional supervisor of tv publicity for CBC at Toronto, succeeding **Torchy Coatsworth,** who becomes film procurement officer of CBC at Toronto national program headquarters.

Paul Knight, on leave of absence to help Radio Free Europe in operation of its Munich, Germany, station, returns to NBC Radio as associate staff director.

Eileen Lange, previously associate editor of *Good Housekeeping* and junior editor of *Cosmopolitan* magazines, appointed acting magazine editor of NBC press department in absence of **Auriel MacFie,** who is taking six-month leave.

Robert J. Kremple, formerly with Standard Register Co., Dayton, to CBS Hollywood as personnel assistant.

Marty Glickman will serve as commentator for telecasts of 14 National Basketball Assn. games on DuMont Television Network in some 50 cities on Sat. afternoon from Dec. 12 through March 14. This is said to mark first time that league will telecast its games on network basis.

Charles Farrell, co-star of CBS-AM-TV *My Little Margie* and former mayor of Palm Springs, Calif., honored with testimonial dinner by Palm Springs Chamber of Commerce for service to community, Nov. 12.

Clare Heider, manager of WBKB (TV) Chicago's national spot sales department, father of girl.

Harry Schumacher, ABC Central Division engineering department, and **Sally Sturges,** network's traffic department, were married Nov. 14.

George Balzer, writer, CBS *Jack Benny Show,* father of son, Nov. 21.

Bill Anders, announcer, CPRN Hollywood, father of boy, Robert Elliot, Nov. 7.

Irving Edelman, musician, ABC Hollywood, father of girl Nov. 12.

Barr Sheets, director of guest relations, CBS-AM-TV Hollywood, and Pat Binney will be married Dec. 27.

Joe Fisher, 67, father of **George Fisher,** Columbia Pacific Radio Network motion picture editor, and coordinator of his son's radio program, died Nov. 10.

Jane Pickens and **Dennis James,** radio and television personalities, were presented special plaques for distinguished service to United Cerebral Palsy by Leonard H. Goldenson, president of UCP, at organization's fourth annual convention in N. Y. on Nov. 13.

NEW vice presidents of Allen B. DuMont Labs [B•T, Nov. 23] are (l to r) C. Edwin Williams, instruments and transmitters; Irving G. Rosenberg, tubes and government, and Dr. Thomas T. Goldsmith, in charge of research for DuMont Labs. Messrs. Williams and Rosenberg formerly held titles of director of operation in those divisions. Dr. Goldsmith, who joined DuMont in 1936 as director of research, is a board member of the company and also president and a director of its wholly-owned Canadian subsidiary, DuMont Television & Electronics Inc.

Ed Bloodworth, executive producer on CPRN *The Whistler,* composed lyrics to title song for Allied Artists feature film, "Jack Slade."

Film

Frank Mayo has formed Nordeck Films, Hollywood, located at 1638 N. La Brea Ave., to distribute films to tv. Telephone is Hollywood 5-2640.

Kingsley F. Horton, vice-president, George F. Foley Inc., Hollywood, has formed **King Horton Productions,** that city, with offices at 6087 Sunset Blvd. Firm will make industrial films in addition to packaging radio-tv programs. Telephone is Hollywood 5-2191.

Al Wood elected chairman of board of directors, William F. Broidy Productions Inc., Hollywood.

Jerome B. Capp, formerly general manager and treasurer, Capp Enterprises, to Television Programs of America, N. Y., tv film production and distribution company, as national director of advertising and promotion. He also will engage in production activities for TPA.

William H. Schuyler, assistant to president, KEYT (TV) Santa Barbara, to Comet Televi-

sion Films Ind., Hollywood, as Western Division sales manager. **Eloise Reeves,** film director, KECA-TV that city, to distribution firm's expanded office as general manager. **Arthur S. Lyons** is executive in charge.

Liberace, tv personality-pianist whose program is nationally syndicated by Guild Films, presented plaque honoring his services as tv chairman of American Education Week by Calif. Teachers Assn., Nov. 18.

Herbert Johnson, associated with various tv production studios in N. Y., to Chicago office of Sarra Inc. as motion picture animation director with responsibility for tv film planning of tv advertisers.

Martin G. Cohn, 58, film editor for Ziv Tv Programs Inc., Hollywood, died Nov. 19.

Manufacturers

W. J. Peterson, customer service engineer, appointed sales engineer, Radio & Tv Tube Sales, Sylvania Electric Products Inc., Chicago.

Martin Vogt, sales staff of National Union Radio Corp., appointed Mich. sales representative for Mark Simpson Mfg. Co. (PA equipment, intercoms, amplifiers, tv boosters, etc.).

T. V. Sweeny, sales engineer with Canadian Marconi Co., appointed commercial products division sales manager.

Kenneth V. Tindall to sales staff of Mycalex Corp. of America, Clifton, N. J. (glass-bonded mica electrical insulation for tv, telemetering, printed circuits and power fields), as commercial engineer. Mr. Tindall formerly was national sales engineer for Airtronics Mfg. Co.

Walter S. Holmes Jr., and **Ely Francis,** assistant controllers, RCA, N. Y., and **E. J. Vigneron,** controller, Sylvania Electric Products Inc., Buffalo, N. Y., elected to Controllers Institute of America.

Representatives

Richard A. Keating appointed manager of newly-created Tele-Reps Co., Boston, television station representative.

Carl Schuele named general manager of Daren F. McGavren Co. and Western Radio Sales, newly opened L. A. offices at 541 N. La Brea Ave. Telephone is Webster 3-9267.

Robert Q. Tiedje, director of sales promotion and research, George P. Hollingbery Co., N. Y., to tv sales staff of firm.

EVERETT RUDLOFF (2d from l), WJLK Asbury Park, new president of the New Jersey Broadcasters Assn., shakes hands with Paul Alger, WSNJ Bridgeton, retiring president of NJBA. At the NJBA's mid-November meeting [B•T, Nov. 16] are (l to r) Jerome McCarthy, WTOA-AM Trenton, new secretary-treasurer; Mr. Rudloff; Gordon Giffin, WKDN Camden, vice president; Mr. Alger, and Fred Bernstein, WTTM Trenton, executive committee and legislative committee chairman. Mr. Alger and Ken Croy, WMTR Morristown, were elected to the executive board.

Program Services

June Hillman, radio, tv and motion picture actress, and **Robert Hillman,** director of program development, KTTV (TV) Hollywood, have formed **Hillman-Oakley Inc.,** Beverly Hills, tv live and film package and producing firm. Offices are at 332 S. Beverly Drive, with telephone number, Crestview 4-2998.

H. E. (Hank) Edwards to Jack Rourke Productions, Hollywood, as director of sales promotion.

Arthur (Skip) Steloff, former account executive with WWDC Washington, to Frederic W. Ziv Co. as radio salesman in upstate New York region.

Services

Eugene J. McNeely, vice president in charge of personnel relations, American Telephone & Telegraph Co., appointed head of operation and engineering department succeeding **Frederick R. Kappel,** recently elected president of Western Electric Co. **H. Randolph Maddox,** president of Chesapeake & Potomac Telephone Co., becomes AT&T vice president succeeding Mr. McNeely. **James W. Cook,** vice president of Northwestern Bell Telephone Co., named vice president of AT&T in charge of revenue requirement studies, replacing **Charles E. Wampler,** elected president by Wis. Telephone Co.

Andrew Sarkady, Leo Burnett Co., Chicago, appointed vice president of Pilot Surveys Inc., that city.

John P. Carr, Francis X. McDonough, William P. Sims Jr., Earl R. Stanley and **Thomas H. Wall** have become members of law firm of Dow, Lohnes & Albertson, Washington.

Jarlath J. Graham promoted from associate editor to managing editor of *Advertising Age,* replacing **Robert W. Murray Jr.,** who has resigned.

Claire E. Meeder, on administrative staff of James C. Petrillo, president of American Federation of Musicians (AFL), appointed first assistant to Mr. Petrillo, succeeding **A. Rex Riccardi,** who died Nov. 11 [B•T, Nov. 16].

Government

Maj. Mark D. Meranda, USAF, deputy chief of radio script and production, Dept. of Defense, Wash., D. C., to office of public information, secretary of Air Force, L. A., as commanding officer.

GATES

Your One Source

For All Broadcasting Equipment

THESE OFFICES TO SERVE YOU

• Quincy, Illinois	123 Hampshire Street	Telephone 8202
• New York City	51 East 42nd Street	Murray Hill 7-7971
• Washington, D.C.	13th & E Streets, N.W.	Metropolitan 8-0522
• Houston, Texas	2700 Polk Avenue	Atwood 8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	13th & Spring Streets	Elgin 0369
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co.	Atlantic 9441

'What' a Push

STATION manager, how would you answer this one? A recent postal card from W. G. H. of Kissimmee, Fla., sent to WMBR-TV Jacksonville, Fla., read: "Gentlemen: Since you increased your power to 100,000 watts your programs come over fairly well but still heavy snow and other distractions. Can you add just one watt more. Maybe that one little watt is what is needed to push programs over."

'54 Heart Fund Names Templeton, Kabaker

APPOINTMENTS of William B. Templeton, director of radio and television at Sherman & Marquette, as chairman of the radio committee for the 1954 Heart Fund, and Alvin Kabaker, vice president and director of radio and television at Dancer-Fitzgerald-Sample, as chairman of the television committee for the campaign, were announced last week by Dr. Robert L. King, president of the American Heart Assn.

Serving with Mr. Templeton on the radio committee will be:

Wade Arnold, executive producer, NBC; Irving A. Fein, director of public relations, CBS Radio (Hollywood); Arthur S. Feldman, director of special events, MBS; Ernest Lee Jahncke Jr., vice president, ABC; Thaddeus S. Kelly, manager, timebuying section, McCann-Erickson; Chester MacCracken, director of radio-tv, Doherty, Clifford, Steers & Shenfield; Adrian Murphy, president, CBS Radio; J. James Neale, vice president, Dancer-Fitzgerald-Sample; Stuart Novins, director of public affairs, CBS Radio; Edward Stanley, manager, public service programs, NBC, and J. G. Taylor, vice president, MBS.

Mr. Kabaker will be assisted by a tv committee consisting of:

Harry S. Ackerman, vice president in charge of network programs, CBS-TV (Hollywood); Rodney Erickson, manager, radio-tv department, Young & Rubicam; Gerald Lyons, director of publicity and public affairs, DuMont Television Network; John Pacey, director of public affairs, ABC; Arthur Pryor Jr., vice president in charge of radio-tv, BBDO; Roger Pryor, vice president in charge of radio-tv, Foote, Cone & Belding; J. L. Van Volkenburg, president, CBS-TV, and Sylvester L. Weaver Jr., vice chairman, board of directors, NBC.

An organizational luncheon of the committees was held last Tuesday in New York at the New Weston Hotel. The campaign will be conducted in February throughout the country.

Stolen Funds Replaced

AIR APPEAL by WWDC Washington raised a total of $692 for the Cerebral Palsy Fund after benefits of a children's bird show had been stolen. The Cage Bird Society had raised $640 which was earmarked to send 40 afflicted children to camp for one week next summer. Donations from 982 WWDC listeners ranged from 10 cents to $25.

Free Time for Shrine Bowl

A TWO-STATE network, made up of North and South Carolina radio stations, clearing time on a gratis basis, will carry the Dec. 5, traditional Shrine Bowl Game, played yearly in Charlotte, N. C., for the benefit of the Crippled Children's Hospital, Greenville, S. C. Add Penfield, sports announcer of WBIG Greensboro, N. C., will be handling play-by-play, according to WBIG.

Gifts to Top Pledges

ALTHOUGH $120,000 in pledges were raised for benefit of The Lighthouse as a result of a 16½ hour telethon over WATV (TV) Newark this month, authorities report indications are that this figure will be topped in actual contributions. A spokesman for The Lighthouse, an organization servicing the blind, said that more than $70,000 was received. Additional pledges were being made and expectations were that the $120,000 figure would be exceeded. Overall production for the telethon was supervised by Alan Rhone, a freelance tv producer. The benefit program coincided with the movement of the station's transmitter to the Empire State Bldg. [B•T, Nov. 16], which is designed to give WATV (TV) improved coverage in the New York metropolitan area.

FEDERAL FEES FOR STATION LICENSES: A REPORT ON HOW IT WORKS IN CANADA

B•T's Canadian correspondent records how Maple Leaf broadcasters feel about their government's licensing fee. Consensus: It gets larger every year and has led to government control of stations' finances.

WITH the possibility that U. S. broadcasting and television stations soon may have to pay annual license fees, it is interesting to note that in Canada stations always have paid such fees. In recent years the basis of fee payments has been changed, and today the license fees are sizable compared to their former nominal nature.

CANADA

Before 1947 Canadian stations paid a nominal $50 a year to the Dept. of Transport or its predecessors. In 1947 the system was changed and stations were required to pay on a percentage of gross revenue. The collected fee was passed on by the Dept. of Transport to the Canadian Broadcasting Corporation, to help its national system.

In the government fiscal year 1947-48 independent Canadian stations paid transmitter license fees of $73,100, in 1948-49, $125,300; in 1949-50, $153,700; in 1950-51, $159,300; and in 1951-52, $176,600. Figures for the last fiscal year are not yet available. The fees amount to roughly 1% of gross revenue, and are based on gross station revenue less agency commissions and talent costs for the station's last fiscal year. Payments are made in one lump sum.

Before the present fee basis was set up there were many meetings between independent broadcasters and the Dept. of Transport, since the original plans would have brought the government and its national broadcasting system a great deal more in license fees and possibly have put some stations into or close to bankruptcy. Only after long negotiations were the independents able to reach a settlement which left them in business.

Not Popular

The present license fee system is not popular with Canadian stations, since under it they must report their earnings. Full information must be supplied on capital structure, operating revenue, operating costs, profits and other data. While the data is confidential it is being used to broaden government control over station ownership. Transfers of even one share of stock in a station must be reported, and cannot be made without prior approval of CBC's board of governors. Independent station authorities say payment of transmitter license fees is but the start of government control over a station's finances.

The government also recently has amended the Canadian Broadcasting Act to allow license fees to be collected from other radio sources. One amendment defines commercial broadcasting receiving stations to include such stations operated for gain. This would give the government powers to tax with a transmitter fee community antenna towers and possibly microwave relay towers and similar equipment which receive programs and re-transmit them in some form.

Another amendment broadened the definition of broadcasting stations to include any station equipped with transmitting or receiving apparatus or both, intended or capable of being used for any form of radio electronic communication, whether by transmission or reception or both. This it is felt may open the way for taxing with a license fee any receiver, wall speaker or selector switch receiving programs by wire or from a community antenna service.

Radio amateurs operating transmitters as a hobby, always have had to pay annual license fees, amounting to $2.50 in recent years.

Canadian broadcasters feel the initial amount of the license fee is not the important factor, for they have found the license fee in some way or another always increases. They have found that the existence of a transmitter fee has led to a continually widening control by government departments over station ownership and to securing more and more financial information from stations. They have seen the scope of the fee broaden and its use put to other purposes than originally intended.

Thus when Canadian stations first began paying fees it was a service fee for the issuance of license and periodic equipment inspections. Since the larger fees have been paid, the money has been turned to the government's broadcasting system which in some areas operates stations in competition to the stations which pay it a license fee, regulates all Canadian independent stations and supplies programs to many stations.

Toronto School Grows

A GROWING number of students are being trained at the Ontario government's Ryerson Institute of Technology, Toronto, to take their places in radio and television work in Canada. There are 100 students enrolled in three daytime courses and 204 in evening classes.

XETV Hopeful FCC STA Portends U.S. Originations

REPRESENTATIVES of XETV (TV) Tijuana, Mexico, last week were hopeful FCC's special temporary authority allowing them one-day pickup of a special event in San Diego may signify a break in the long deadlocked Mexican border tv situation.

MEXICO

So far, FCC has failed to act upon a pending request for authority to originate programs in San Diego for XETV, whose signal reaches into Southern California as well as Mexico. Local San Diego tv interests have opposed the request, submitted by Alvin George Flanagan, XETV program and sales director, who proposed to "package" the U. S. shows at San Diego studios [B•T, Aug. 17].

FCC's STA permitted XETV to pick up an air pageant Nov. 22 at Miramar Navy Air Base, north of San Diego, commemorating the 50th anniversary of powered flight. Commission spokesmen recalled that to their best knowledge XETV was the only station airing the three-hour pageant. The STA represented Mr. Flanagan's third attempt to acquire authority to cover a special event in the U. S. Two earlier requests were turned down, XETV reported.

WLW-C
Columbus'
dynamic
TV station
...with
central Ohio's
only Client Service
Department to "plus"
your advertising

WHY BUY
HAMBURGER
When Steak
Is Available?
IN ALTOONA
Station A—250 watts—ABC
Station B—250 watts—NBC
WVAM—1000 watts—CBS
—REMEMEBR—
Sales don't stop at the
city limits . . . neither
does WVAM coverage.
WVAM 1000 WATTS CBS
ALTOONA, PA.
WEED & Co. representatives
"Altoona's only 1000 watt station"

Radio News Broadcasts Harass Russians More

RUSSIA is becoming increasingly harassed with western world news broadcasts to Communist Europe by Radio Free Europe and other hookups, a group of foreign affairs experts said last week.

EUROPE

This view was expressed at an institute held by the National Committee for a Free Europe and the Chicago Council on Foreign Relations, on the subject, "The Free World's Stake in Captive Europe."

Stetson Holmes and Frank Wright, committee representatives, reported that broadcasts are becoming more effective because the Russians are denouncing them more; that western broadcasters are disrupting USSR efforts to "scramble" their programs by focusing all western transmitters on a single country at one time; and that people with radio in Communist countries have set up home-made printing presses to pass radio-originated news along to friends in other countries.

U.S. Tv Network Shows Help Canadian Outlets

IMPORTATION of more U. S. tv network shows has improved audiences of Canadian tv stations where there is competition from U. S. border stations, according to the latest figures of the Elliott-Haynes Ltd., Toronto, monthly *Teleratings Report*. The November report shows sets-in-use figures down slightly in the Toronto area, but up slightly at Montreal and Ottawa. Most popular programs in the Toronto-Hamilton-Niagara Falls area on CBLT Toronto for November were *NHL Hockey*, rating 58.2 (Canadian), *Dennis Day Show* 50.5, *Jackie Gleason Show* 45.9, *Toast of the Town* 39.5 and *Kraft Theatre* 38.5.

CANADA

From WBEN-TV Buffalo, most popular in the same area were *I Led Three Lives* 73.8, *Arthur Godfrey* 63.1, *Studio One* 62.6, *Kraft Theatre* 62.2 and *Letter to Loretta* 60.9.

In the Montreal area, from CBFT Montreal, the leading five shows were *NHL Hockey* 88.6 (Canadian), *Wrestling* 84.7 (Canadian), *Hit Parade* 83.2, *Les Pleuffe* 82.9 (Canadian) and *Corridor Sans Issue* 81.3 (Canadian).

From CBOT Ottawa, the leading shows were *Toast of the Town* 89.7, *Boxing* 89.2, *Showtime* 88 (Canadian), *CBC TV Theatre* 85.6 (Canadian), and *Hit Parade* 85.

Canada Sales Conference

AGENCY executives Nov. 23-24 told French language radio station managers how they could best help sponsors and agencies and gain more business at the first sales conference held by Joseph A. Hardy Ltd., Montreal, for stations it represents at the La Salle Hotel, Montreal. Among the speakers at the two-day session were Keith Chase, McKim Adv. Ltd., Montreal, who dealt with station service for sponsors and agencies; Paul Corbeil, Spitzer & Mills Ltd., Montreal, who spoke on programming; Bill Harwood, Cockfield, Brown & Co. Ltd., Montreal, who dealt with promoting radio campaigns; Henault Champagne, Vickers & Benson Ltd., Montreal, who dealt with relations between agency and sponsor, and Aurele Pelletier, CKRC Quebec, who spoke on "Making Station Promotion Pay Off".

CANADA

ATTACK MOUNTS ON BRITISH TV STAND

CONTROVERSY in Great Britain over the Government's proposal to permit limited commercial tv reached a high last week with possible repercussions threatening Prime Minister Winston Churchill's hold on the Conservative Party.

ENGLAND

Commercial tv was one of three issues causing a split in Conservative ranks.

A cabinet session was called Wednesday to consider these revolts within the party. Other issues were war pensions and the Suez Canal problem.

The House of Lords began a two-day debate Wednesday on commercial tv.

Government Stands Pat

It was reported that the Churchill cabinet already had decided to stand pat on its commercial tv stand. According to news service dispatches from London, the Government was confident of victory—of carrying out its announced intention of permitting a commercial television operation to be added to the British Broadcasting Corp. tv system.

The flare up in Britain was sudden. By the middle of last week the situation had grown to a high pitch because of the number of issues involved, one foreign policy, the other two domestic.

445,000 Tv Sets in Canada

LATEST estimate on television receivers in Canada is 445,000 sets, based on surveys of Elliott-Haynes Ltd., Toronto, and the Radio-Television Mfrs. Assn. of Canada. Major number of sets, 222,500, are in the Toronto-Hamilton-Niagara Falls area of southern Ontario, within range of CBLT Toronto, and WBEN-TV Buffalo. There are 71,200 in the area of Windsor-Chatham and Sarnia, in range of Detroit tv stations. The London-Woodstock-St. Thomas area, in range of a number of U. S. stations and CFPL-TV London, has 18,800 receivers. The Belleville-Kingston-Brockville area of Ontario, in the range of Rochester and Syracuse stations, has 7,800 receivers. The Ottawa area (CBOT there) has 10,100 sets. In the Montreal area, 86,800 sets are in CBFT Montreal range. In the Vancouver-Victoria area, tuned to U. S. stations, are 14,200 sets. Elsewhere in Canada there are a total of 13,600 sets.

CANADA

Work on Tv Outlet Begun at Quebec City

FIRST television station in Quebec City now is under construction. A construction award for studios and building has been made. Television Quebec Ltd., licensee, is building its transmitter building and studios on St. Jean Boscoe St., near Cite Universitaire. The tower contract has been let to Cobra Industries Inc., Quebec. Total estimated cost of tv station and building is $500,000. The building will be two stories, 65 by 42 ft., with reinforced concrete floor and stone walls. Tower will be 440 ft. high.

CANADA

Canadian Color in '55

CANADIAN color tv receivers are not expected to be ready until 1955, according to Kenneth J. Farthing, advertising manager of the Canadian Westinghouse Co., Hamilton, Ont. At a luncheon talk at Toronto he estimated the price of the first Canadian color tv sets to be between $1,200 and $1,500.

CANADA

30 RADIO OUTLETS CITED FOR FARM SAFETY

National Safety Council awards go to 30 radio stations, two radio networks and one tv station. Presentation scheduled at luncheon given for NARFD.

RADIO carried away 32 farm safety public interest awards while television saw only one award in the National Safety Council's presentation scheduled to be made yesterday (Sunday). The awards are given annually for exceptional service to farm safety.

Thirty radio stations, two radio networks and one tv station won awards. The presentation was scheduled for a luncheon tendered by the council to members of the National Assn. of Radio Farm Directors at Chicago's Conrad Hilton Hotel.

The noncompetitive awards were to be conferred for outstanding activities in connection with National Farm Safety Week held during July 1953 and for the preceding 12-month period.

The winners, and some of the activities for which they were cited, follow:

WCPO-TV Cincinnati for cooperating with the National Safety Council in presenting an early morning program entitled *Farm News* which regularly had one 10-second and one 20-second farm safety spot; for featuring farm safety announcements on a Saturday morning quiz show and on *Don's Clubhouse*, and for devoting all sustaining station breaks during Farm Safety Week to farm safety reminders.

NBC, for including special farm safety features on at least 12 *National Farm & Home Hour* programs, including a transcribed report of the progress of farm safety from KYW Philadelphia on July 18, and for devoting one of the NBC *Public Affairs* broadcasts to farm safety.

RURAL RADIO NETWORK, for a series of six five-minute interviews with people who had serious accidents and for publicizing the interviews through announcements sent to 891 subordinate grange lecturers and 500 New York newspapers.

KDKA Pittsburgh for contributing the slogan "Farm to Live—Live to Farm" to the national observance of Farm Safety Week, for 157 spot announcements on the *Farm Hour*, a number of special skits prepared for the *Court for a Safer Society*, and for cooperating with its sister station KYW in operating a farm safety exhibit at the Pennsylvania Farm Show at Harrisburg, Jan. 12-16.

KFEQ St. Joseph, Mo., for 94 separate interviews on farm safety and 32 special farm safety programs during the year, and for 210 special spot announcements during National Farm Safety Week alone.

KGLO Mason City, Iowa, for conducting a farm safety slogan contest which drew entries from 33 communities, for using farm safety slogans on 105 station breaks during Farm Safety Week, and for developing a program by which a station representative carried on telephone conversations with listeners regarding their ideas for improving farm safety.

KMMO Marshal, Mo., for presenting 207 special farm safety programs during the year, for daily farm safety hints on *On the Farm*, and for an essay contest on "What we have done to help avoid accidents on our farm."

KPOJ Portland, Ore., primarily for producing a Farm Safety Week program later distributed to 25 Oregon stations, and for various other worthwhile taped interviews.

KRHD Duncan, Okla., for persuading three sponsors to relinquish all their commercial time for farm safety announcements during Farm Safety Week, and for broadcasting discussions of various aspects of farm safety on a remote pick-up from the local county fair.

KUBC Montrose, Colo., for using 751 farm safety spots during the year (391 of which were sponsored spots on safety during Farm Safety Week) and for producing 22 special programs during Farm Safety Week.

KUOM U. of Minnesota, for sending five taped shows to 30 other stations, for sending spot announcements to 80 stations, and for producing eight television shows for use on tv stations around the state.

KWTO Springfield, Mo., for conducting a letter-writing contest for true accounts of accidents to farm people, and for distributing red flag to owners of tractors that use the highways.

KYAK Yakima, Wash., for including daily safety plugs or interviews on each of two farm shows Mondays through Saturdays, for 920 references on regular programs and for 22 special farm safety programs.

KYW Philadelphia, for joining KDKA in granting permission to use "Farm to Live—Live to Farm" as the theme for the National Farm Safety Week, for cooperating in a year-round farm program with KDKA, and for 40 special farm safety programs with prominent guests and typical farmers.

WBAL Baltimore, for conducting a farm safety slogan contest and for using its sister station WBAL-TV to help publicize its farm safety activities.

WBZ, WBZA, WBZ-TV Boston, for including some reference to safety on 856 of the nominee's regular programs, for eight special farm safety programs, for 365 spot announcements on farm safety, and for other special features in a well-balanced program.

WDVA Danville, Va., for 1,050 spot announcements on regular programs, 420 spot announcements on farm safety, and 24 special farm safety programs. This station's greatest single contribution to farm safety was an exhibit of "junk" composed of common farm accident hazards on "Farmer's Day" at the Danville Fair Ground.

WGY Schenectady, N. Y., for a series of 10-minute talks devoted to the topics of each day of Farm Safety Week, for constant day-by-day and week-by-week reminders to listeners, for 400 references to safety on regular programs, 20 special farm safety programs and 400 spot announcements.

WHAM Rochester, N. Y., for setting up a booth on safety at the local county fair, 12 special farm safety programs, 520 spot announcements on farm safety, and for reference to safety on all of its regular programs.

WHAS Louisville, Ky., primarily for conducting a search for the "best teen-age driver in the state" in cooperation with the local high schools and other agencies.

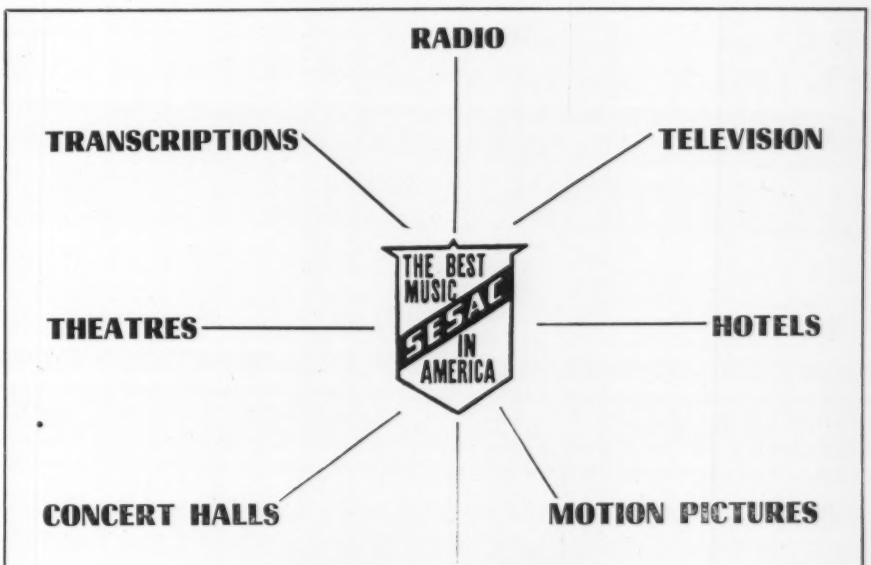
WHDH Boston, primarily for a series called "The House That Jack Re-Built," which told how a local farm house was burned down and then rebuilt to eliminate all possible accident hazards.

WHO Des Moines, Iowa, for keeping a daily record of farm accidents and using them in urging listeners to practice more caution, for booking 39 special farm safety programs during the year, and for arranging for an overturned tractor to point up the dangers of mishandling tractors at the State Field Day in Boone County.

WIBC Indianapolis, primarily for emphasizing safety in the Indiana State and National Mechanical Corn Picking Contest, and for sending a special letter recommending cooperation with Farm Safety Week to all farm radio directors or program directors in the state.

WIBX Utica, N. Y., for again providing farm safety announcements in Italian and Polish safety jingles, for aiding local businessmen in setting up safety booths at local functions such as the Utica Sports Show, county fairs, etc.; for sending publicity releases on Farm Safety Week to 65 rural newspapers, and for a general far-reaching campaign featuring highway safety and farm job safety.

WIOU Kokomo, Ind., for an exceptional interview with a farmer who told how he lost his hand in a corn picker accident, for a program "promoting the cutting of corn and tall weeds at country roads, intersections, and for 28



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special farm safety programs and 1,832 spot announcements.

WJPS Evansville, Ind., for 70 spot announcements and five special interviews used during Farm Safety Week, and for including a Farm Safety Week safety appeal on each broadcast of the *Home on the Farm* program.

WKJG, WKJG-FM Fort Wayne, Ind., primarily for a farm safety bee conducted in cooperation with the local FFA, for broadcasting the details of three tractor safety contests, for a 12-month program of featuring farm safety skits on three daily farm shows, and for its imaginative treatment of interviews featuring the sound effects and "voices" of various machines, stairways, etc.

WLW Cincinnati, for 3,500 spots on general safety, with 1,000 devoted to farm safety; for 25 special farm safety programs, and for encouraging its farm program director to serve as a member of the Executive Committee of the Ohio Farm and Home Safety Committee.

WMT Cedar Rapids, Iowa, for hiring a plane to tour eastern Iowa and drop several thousand colored leaflets announcing Farm Safety Week, for a farm safety slogan contest which drew over 1,000 entries; and for using hundreds of farm safety spots during the year.

WNAX Yankton, S. D., for continuing a good farm accident prevention program in which safety was mentioned on 200 regular programs, and for 750 farm safety spot announcements and 25 special farm safety programs.

WNOX Knoxville, Tenn., for a farm safety letter-writing contest on "What I have done during the past year to make my farm safer," for mentioning safety on 1,585 of its radio programs, 2,316 spot announcements on farm safety, and for 14 special farm safety programs.

WRFD Worthington, Ohio, for a continuing educational effort including 203 programs, 2,040 spot announcements and 1,332 station break spots.

WRVA Richmond, Va., primarily for making available to other stations in Virginia its own three 4-minute program series entitled *The Story of an Accident*.

Judges were: C. L. Mast, secretary of the American Agricultural Editors Assn.; Dix Harper, farm news director, WLS Chicago; Creston J. Foster, public relations director, American Farm Bureau Federation, and Maynard H. Coe, farm director of the National Safety Council.

WAJF Slogan Wins Bond

WAJF Decatur, Ala., which went on the air Oct. 3, has awarded a $100 bond to the winning call letter slogan—"Where Airways Join Friends"—chosen in a station-sponsored contest. The new radio outlet presents 15 newscasts and three 10-minute local news summaries, daily, C. H. Quick, general manager, reported.

Educ. Program Exhibit Accepting Entries

ENTRIES for the 18th annual American Exhibition of Educational Radio & Television Programs are being accepted until Jan. 1, according to I. Keith Tyler, director of the Ohio State U. Institute for Education by Radio-Television. Winning programs will be announced April 5 as a feature of the institute's 24th annual meeting in Columbus, April 7-10.

A new class of programs, dealing with basic freedoms, has been added for radio and tv. Programs will deal with traditional rights such as freedom of inquiry and expression, due process and equality. The seven tv classes include programs directed to all special interest groups, cultural, public affairs, systematic instruction, young people's out-of-school listening and school telecasts. Radio programs include the tv group, except systematic instruction, plus those dealing with personal and social problems and special one-time broadcasts.

Fire Underwriters Award

NATIONAL BOARD of Fire Underwriters has announced it has invited radio and television stations and daily and weekly newspapers to participate in its annual Gold Medal Awards for Outstanding public service in fire prevention and fire safety. Closing date for entries is Feb. 15, 1954.

Top winners in 1952 in radio and television were KANS Wichita and WBZ-TV Boston. Honor citations were presented to WNAX Yankton, S. D.; KMLB Monroe, La.; WSJS Winston-Salem, N. C.; WJPD Ishpeming, Mich.; WAAM (TV) Baltimore; KRLD-TV Dallas, and WFMY-TV Greensboro.

CBS 20-Year Club Awards

PINS and $100 saving bonds were awarded to 112 New York employes of CBS initiated into CBS' 20-Year Club at a party in New York Nov. 19. Presentations were made by Frank Stanton, president of CBS Inc.; Adrian Murphy, president of CBS Radio, and J. L. Van Volkenburg, president of CBS-TV. Other awards will be presented to 148 CBS employes at branches in other parts of the country.

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'Living Room Education' Is Tv's Promise—Broderick

GERTRUDE G. BRODERICK, radio-tv specialist in the U. S. Office of Education, said last fortnight that the wise use of television will permit the man who works all day "to sit in the quiet and comfort of his living room and get an education."

Mrs. Broderick spoke to a meeting of the New Jersey Assn. for Education by Radio-Television at Atlantic City in conjunction with the centennial convention of the New Jersey Education Assn. She affirmed "the possibility that courses given on television could lead to a degree. We know that some universities are already pioneering in offering formal courses."

WBT, WBTV (TV) Aid Cited

PROFESSIONAL and other assistance has been offered local educators by WBT and WBTV (TV) Charlotte, N. C., in their efforts to put into use uhf ch. 42, reserved there for a noncommercial, educational station. At a recent meeting of the educational leaders, Charles H. Crutchfield, executive vice president of Jefferson Standard Broadcasting Co., stations' licensee, told the group his firm has made frequent financial contributions to the U. of North Carolina in furtherance of its plans for the establishment of educational tv as a university project. He promised similar cooperation with the Charlotte committee.

Chicago Educ. Tv Given $200

CHICAGO Television Council has donated $200 to the cause of educational tv in Chicago, it was announced at the council's luncheon Nov. 18. Dr. John Rettaliata, president of Illinois Institute of Technology, one of the sponsoring groups for vhf ch. 11, accepted the check and reviewed the status of tv planning. He said the Chicago Educational tv Assn. is within 3% of reaching its goal of $1.1 million and said CETA has been authorized to obtain a station manager and other staff personnel [B•T, Nov. 16].

Rountree Opens Offices

J. G. ROUNTREE, member of the firm of A. Earl Cullum Jr., consulting radio engineers, Dallas, has announced he will establish his own consulting radio engineering office effective tomorrow (Tuesday), with offices in the Prentice Bldg., 4515 Prentice St., Dallas. Mr. Rountree, who joined the Cullum firm in April 1946, was a field engineer for the FCC from 1941-46, serving in New Orleans and Montgomery, Ala. He was employed from 1936-41 in the engineering departments of several Texas broadcasting stations. A registered professional engineer, he is a senior member of the Institute of Radio Engineers, in which he has been active.

Mr. Rountree

Station Authorizations, Applications
(As Compiled by B • T)

Nov. 19 through Nov. 24

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Oct. 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,479	536	101
CPs on air	18	30	†214
CPs not on air	106	20	230
Total on air	2,479	566	†315
Total authorized	2,603	586	545
Applications in hearing	137	3	150
New station requests	187	5	285
Facilities change request	148	34	16
Total applications pending	781	113	415
Licenses deleted in Sept.	2	6	0
CPs deleted in Sept.	3	2	2

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through Nov. 24

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,505	2,485	124	182	137
Fm	587	540	16	6	3

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	185	280	465[1]
Educational	10	16	26

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	214	109	323
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	vhf	uhf	Total
Commercial	877	337	676	518	1,195[2]
Educational	51		25	26	51[3]
Total	908	337	701	544	1,246[4]

[1] Twenty-five CPs (6 vhf, 19 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 26 already granted.
[4] Includes 491 already granted.

* * *

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Atlanta, Ga. — Robert W. Rounsaville (WQXI), granted uhf ch. 36 (602-608 mc); ERP 240.063 kw visual, 24.329 kw aural; antenna height above average terrain 343 ft., above ground 342 ft. Estimated construction cost $295,500, first year operating cost $300,000, revenue $330,000. Post Office address 3165 Mathieson Drive, N. E., Atlanta, Ga. Studio location Peachtree Road and Mathieson Drive. Transmitter location 1430 W. Peachtree St. Geographic coordinates 33° 47′ 38″ N. Lat., 84° 23′ 19″ W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. Sole owner of applicant is **Robert W. Rounsaville,** who also is owner of WBAC Cleveland, Tenn., WLOU Louisville, Ky., and 51% owner of WBEJ Elizabethtown, Tenn. Granted Nov. 19.

Portland, Me.—Guy Gannett Bcstg. Services (WGAN) granted vhf ch. 13 (210-216 mc); ERP 239 kw visual; antenna height above average terrain 626 ft., above ground 314 ft. Estimated construction cost $356,526, first year operating cost $144,000, revenue $133,000. Post office address 390 Congress St., Portland. Studio location St. John & Valley Sts. Transmitter location near Blackstrap fire lookout, Falmouth, 7.9 mi. NW of Portland. Geographic coordinates 43° 45′ 32″ N. Lat., 70° 19′ 14″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Guy P. Gannett,** who holds 39.9% of stock of Guy Gannett Pub. Co. which in turn owns 99% of Guy Gannett Bcstg. Services. Guy Gannett Pub. Co. owns *Portland Press Herald* and *Exp*ress, *Kennebec Journal,* Augusta and *Waterville Sentinel.* Granted Nov. 19.

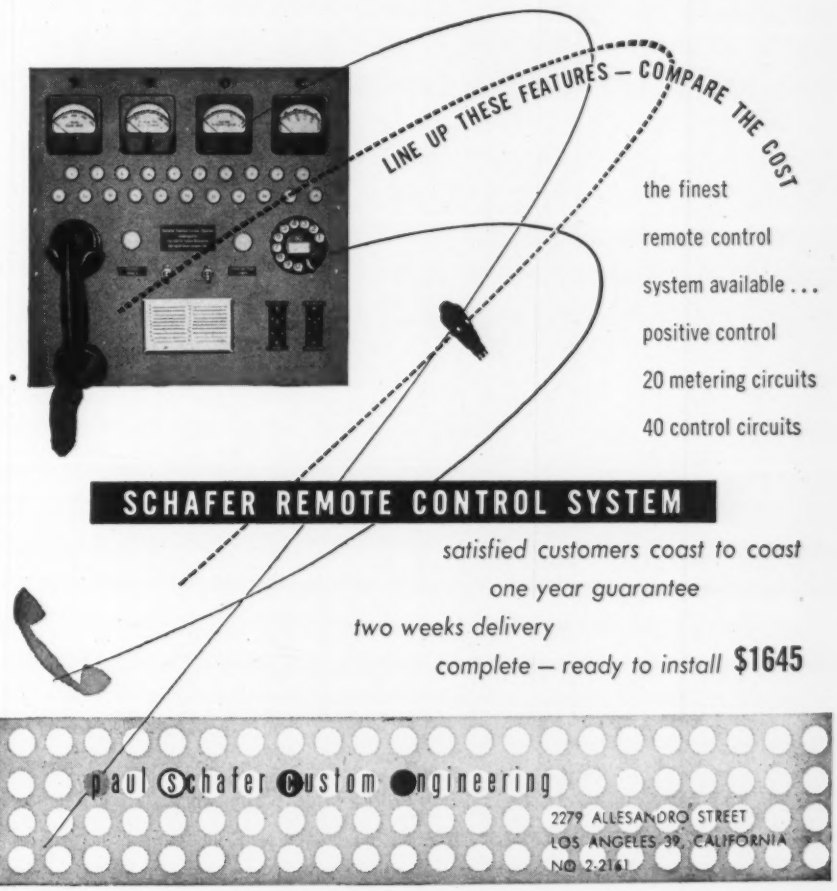
Detroit, Mich.—UAW-CIO Bcstg. Corp. of Michigan granted uhf ch. 62 (758-764 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 684 ft., above ground 700 ft. Estimated construction cost $883,146, first year operating cost $488,908, revenue $310,000 (but non-profit). Post office address 8000 E. Jefferson Ave., Detroit. Studio location 8000 E. Jefferson Ave., Detroit. Transmitter location 18176 W. 13 Mile Road, Detroit. Geographic coordinates 42° 30′ 57″ N. Lat., 83° 13′ 35″ W. Long. Transmitter and antenna GE. Legal counsel Rauh & Levy, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Walter P. Reuther,** Secretary-Treasurer **Emil Mazey,** Vice President **Richard Gosser,** Vice President **John W. Livingston,** and Director **Norman Matthews.** UAW-CIO Bcstg. Corp. of Michigan is controlled by International Union, UAW-CIO, and is applicant for am construction permit, WCAR Inc. Granted Nov. 19.

APPLICATIONS

Jacksonville, Fla.—Educational Tv Inc., vhf ch. 7 (174-180 mc); ERP 18.4 kw visual, 9.92 kw aural; antenna height above average terrain 491 ft., above ground 521 ft. Estimated construction cost $349,493 first year operating cost $60,000. Post office address % Dr. Heywood A. Dowling, 203 Greenleaf Building, Jacksonville. Studio location Tech. & Vocation High School, King St., Jacksonville. Transmitter location Hyde Park Cedar Hills Golf & Country Club, Jacksonville. Geographic coordinates 30° 17′ 09.3″ N. Lat., 81° 44′ 52.1″ W. Long. Transmitter GE, antenna RCA. Legal counsel Krieger & Jorgenson, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include President **Dr. Heywood A. Dowling,** Chiropodist; First Vice President **Dr. Paul L. Johnson,** president Jacksonville Jr. College; Second Vice President **George S. Davis Jr.** and Treasurer **Walter T. Napier.** Filed Nov. 18.

Miami Beach, Fla.—South Florida Tv Corp., vhf ch. 7 (174-180 mc); ERP 316 kw visual, 158.4 kw aural; antenna height above average terrain 966 ft., above ground 990 ft. Estimated construction cost $1,067,781.45, first year operating cost $1,087,588.50, revenue $1,458,457.80. Post office address 204 Pathman Building, 95th & Harding Sts., Miami Beach. Studio location to be determined. Transmitter location Pembroke Rd., near Hollywood, Fla. Geographic coordinates 25° 59′ 59″ N. Lat., 80° 11′ 50″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Jack C. Stein,** (27.17%), real estate, investments and wholesale liquor distributor; **James Lawrence Fly,** (13.04%), Washington-N. Y. attorney; Vice President **Bernard Allen Mayer,** (10.87%), food broker; Secretary **M. Lewis Hall** (3.26%), Miami attorney and Treasurer **Charles D. Leffler** (3.26%), real estate. Filed Nov. 19.

Muskogee, Okla.—Ashley L. Robison, vhf ch. 8 (180-186 mc); ERP 89.2 kw visual, 53.5 kw aural; antenna height above average terrain 802 ft.,



above ground 573 ft. Estimated construction cost $268,368, first year operating cost $244,000, revenue $260,000. Post office address 11100 Cashmere St., Los Angeles. Studio location to be determined. Transmitter location 7 miles E of Muskogee. Geographic coordinates 35° 42' 50" N. Lat., 95° 15' 09" W. Long. Transmitter and antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include **Mr. Robison** who is 50% partner KCCC-TV Sacramento, Calif. Filed Nov. 20.

APPLICATIONS AMENDED

Orlando, Fla.—WHOO Inc. (WHOO) amends bid for new tv station on vhf ch. 9 to change ERP to 256.7 kw visual, 128.4 kw aural; antenna height above average terrain to 492 ft. Filed Nov. 18.

Toledo, Ohio—Toledo Blade Co. amends application for vhf ch. 11 to change studio location description to Intersection of Madison & St. Clair Sts.; antenna height above average terrain to 455 ft. Filed Nov. 22.

Toledo, Ohio—The Citizens Bcstg. Co. amends bid for new tv station on vhf ch. 11 to change ERP to 316 kw visual, 158 kw aural; transmitter location to NE corner of Sacks & Teachout Rds., near Bono, Ohio; studio location to be determined; antenna height above terrain to 1000 ft. Filed Nov. 23.

Toledo, Ohio—Community Bcstg. Co. (WTOL) amends bid for new tv station on vhf ch. 11 to change ERP to 316 kw visual, 189.6 kw aural; specify studio location as NE side of Madison Ave., between 16th & 17th Sts., Toledo. Filed Nov. 23.

Irwin, Pa.—Irwin Community Tv Co. amends bid for new tv station on vhf ch. 4 to specify studio location as South Side of U. S. Route 30, Irwin. Filed Nov. 22.

La Crosse, Wis.—Belle Co. amends bid for new tv station on uhf ch. 38 to change antenna height above average terrain to 262.25 ft. Filed Nov. 22.

APPLICATIONS DISMISSED

Miami, Fla.—Jack C. Stein. FCC dismissed bid for new tv station on vhf ch. 7 at request of applicant. Dismissed Nov. 20.

Orlando, Fla.—Hazlewood Inc. FCC dismissed bid for new tv station on vhf ch. 9 at request of attorney. Dismissed Nov. 19.

Waterloo, Iowa—Charles H. Gurney. FCC dismissed bid for new tv station on uhf ch. 16 at request of attorney. Dismissed Nov. 19.

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Rep. Capper Publications, Inc.

Menominee, Mich.—Green Bay Bcstg. Co. FCC dismissed bid for new tv station on vhf ch. 11 at request of attorney. Dismissed Nov. 17.

Norfolk, Va.—Tidewater Telecasting Corp. FCC dismissed bid for new tv station on vhf ch. 10 at request of attorney. Dismissed Nov. 19.

San Antonio, Tex.—Mission Bcstg. Co. FCC dismissed bid for new tv station on vhf ch. 12 at request of attorney. Dismissed Nov. 23.

San Antonio, Tex.—Bexar County Tv Corp. FCC dismissed bid for new tv station on vhf ch. 12 at request of applicant. Dismissed Nov. 23.

Existing Tv Stations . . .

ACTIONS BY FCC

KCAF (TV) Fresno, Calif.—John H. Poole tr/as John Poole Bcstg. Co. granted modification of CP for uhf ch. 53 to change ERP to 295 kw visual, 151 kw aural; transmitter location to On Bear Mt., 1.7 mi. NW of Squaw Valley, 28.5 miles E of Fresno; studio location to 1117 N St., Fresno; change antenna to directional antenna; antenna height above average terrain 2,230 ft. Granted Nov. 16.

WTTV (TV) Bloomington, Ind.—Sarkes Tarzian Inc. granted STA to operate commercially on vhf ch. 4 (formerly on vhf ch. 10), for the period ending Feb. 3. Granted Nov. 19; announced Nov. 23.

WBOC-TV Salisbury, Md. — The Peninsula Bcstg. Co. granted modification of CP for uhf ch. 16 to change ERP to 151 kw visual, 83.2 kw aural; change transmitter location to W of U. S. Hwy. 13, 2 miles N of Salisbury; antenna height above average terrain 620 ft. Granted Nov. 19; announced Nov. 23.

WTAC-TV Flint, Mich. — Trendle-Campbell Bcstg. Corp. granted STA to operate commercially on uhf ch. 16 for the period ending Feb. 8. Granted Nov. 13; announced Nov. 23.

WOOD-TV Grand Rapids, Mich.—Grandwood Bcstg. Co. granted STA to operate commercially on vhf ch. 8 (formerly on vhf ch. 7), for the period ending March 30. Granted Nov. 18; announced Nov. 23.

WCOC-TV Meridian, Miss.—Miss. Bcstg. Co. granted STA to operate commercially on uhf ch. 30 for the period ending Nov. 24. Granted Nov. 13; announced Nov. 23.

KACY (TV) Festus, Mo. — Ozarks Tv Corp. granted STA to operate commercially on uhf ch. 14 for the period ending Dec. 5. Granted Nov. 19; announced Nov. 23.

KWTV (TV) Oklahoma City, Okla.—Okla Tv Corp. granted STA to operate commercially on vhf ch. 9 for the period ending March 22. Granted Nov. 13; announced Nov. 23.

WJAR-TV Providence, R. I.—The Outlet Co. granted modification of CP for vhf ch. 10 to change ERP to 316 kw visual, 171 kw aural. Granted Nov. 18; announced Nov. 23.

WBAP-TV Ft. Worth, Tex.—Carter Publications Inc. granted CP for vhf ch. 5 to change ERP to 100 kw visual, 60.3 kw aural; antenna height above average terrain 1,070 ft. Granted Nov. 19.

KOMO-TV Seattle, Wash.—Fisher's Blend Station Inc. granted modification of CP for vhf ch. 4 to change ERP to 100 kw visual, 50.1 kw aural; antenna height above average terrain 810 ft. Granted Nov. 17; announced Nov. 23.

KOMO-TV Seattle, Wash.—Fisher's Blend Station Inc. granted STA to operate commercially on vhf ch. 4 for the period ending Feb. 10. Granted Nov. 13; announced Nov. 23.

PERMITS DELETED

WOTV (TV) Lakeland, Fla.—WONN-TV Inc. granted cancellation of unissued CP for new tv station on uhf ch. 16 and deletion of call letters. Deleted Nov. 17.

KDIO (TV) Davenport, Iowa — Mel Foster-Harold Hoersch. FCC deleted tv station on uhf ch. 36 at request of applicant. Deleted Nov. 18.

WBGT (TV) Richmond, Ky.—The Blue Grass Tv Co. granted cancellation of CP for new tv station on uhf ch. 60 and deletion of call letters. Deleted Nov. 16.

WHKP-TV Hendersonville, N. C.—Radio Hendersonville Inc. FCC deleted CP for new tv station on uhf ch. 27 at request of applicant. Deleted Nov. 16.

APPLICATIONS

KFMB-TV San Diego, Calif.—Wrather-Alvarez Bcstg. seeks CP for vhf ch. 8 to change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 702 ft. Filed Nov. 23.

WSJV (TV) Elkhart, Ind.—Truth Pub. Co. seeks modification of CP for uhf ch. 52 to change ERP to 193 kw visual, 104 kw aural; studio location to transmitter site at Mishawaka & Oakland Rds.; antenna height above average terrain 408.5 ft. Filed Nov. 18.

WCNO-TV New Orleans, La.—Community Tv Corp. amends application for modification of CP for uhf ch. 32 to change ERP to 18.3 kw visual and 10 kw aural. Filed Nov. 23.

WNEM-TV Bay City, Mich.—North Eastern Mich. Corp. seeks modification of CP for vhf ch. 5 to change ERP to 23.9 kw visual, 11.95 kw aural; transmitter location to 3.8 mi. N 60° E from Saginaw, near Bay City; antenna height above average terrain 521 ft. Filed Nov. 23.

New Am Stations . . .

APPLICATIONS

Oxnard, Calif.—Oxnard Bcstg. Corp., 910 kc, 1 kw daytime. Estimated construction cost $25,928.17, first year operating cost $40,200, revenue $48,000. Principals in partnership include President **Paul R. Schneider** (½), U. S. Navy electronics engineer, and Vice President James W. Klapp (½), U. S. Navy mechanical engineer. Post office address % P. R. Schneider, 592 Corsicana Dr., Oxnard. Filed Nov. 10.

Shelby, N. C.—Charles R. and Henry E. Melton d/b as Shelby Bcstg. Co., 1050 kc, 250 w unlimited. Estimated construction cost $10,317.23, first year operating cost $29,373, revenue $48,000. Principals in partnership include **Charles R. Melton** (⅔), announcer WIS Columbus, S. C., and **Henry E. Melton** (⅓), engineer WBBO Forest City, N. C. Post office address % H. E. Melton, 430 Cherry Mountain St., Forest City, N. C. Filed Nov. 10.

APPLICATION DISMISSED

Jacksonville, Fla.—Rollins Bcstg. Inc. FCC dismissed bid for new am station on 1580 kc, 50 kw daytime. Dismissed Nov. 23.

Existing Am Stations . . .

APPLICATIONS

KINY Juneau, Alaska—William J. Wagner tr/as Alaska Bcstg. Co. seeks CP to change from 1290 kc to 800 kc. Filed Nov. 23.

WCMB Lemoyne-Harrisburg, Pa.—Rossmoyne Corp. seeks modification of license to change main studio location from Lemoyne-Harrisburg, Pa., to Harrisburg, Pa. Filed Nov. 23.

WSAJ Grove City, Pa.—Grove City College seeks CP to change hours of operation from Sunday 4:30 to 5:30 p.m. to Sunday 7:30 to 8:30 p.m. and two evenings each week from 7:15 to 8:45 p.m. Filed Nov. 16.

WEAU Eau Claire, Wis.—Central Bcstg. Co. seeks modification of license to change main studio location from Eau Claire to Washington, Wis. Filed Nov. 23.

Existing Fm Stations . . .

APPLICATIONS

WGEM-FM Quincy, Ill.—Quincy Newspapers Inc. seeks CP to change ERP to 8.2 kw; transmitter site to near Columbus Hwy., 0.7 of a mile W of Franklin School; antenna height above average terrain to 638 ft. Filed Nov. 18.

WTRC-FM Elkhart, Ind.—Truth Pub. Co. seeks CP to change ERP to 9.66 kw; antenna height above average terrain to 348 ft. Filed Nov. 18.

WHFM (FM) Rochester, N. Y.—Stromberg-Carlson Co. seeks CP to change antenna height above average terrain to 392 ft. Filed Nov. 18.

WCAU-FM Philadelphia, Pa.—WCAU Inc. seeks CP to change ERP to 10 kw; transmitter location to Domino Lane & Fowler St.; antenna height above average terrain to 657 ft. Filed Nov. 18.

STATION DELETED

WGBA-FM Columbus, Ga.—Georgia-Alabama Bcstg. Corp. granted cancellation of license and deletion of fm station on ch. 236. Deleted Nov. 18.

Ownership Changes . . .

ACTIONS BY FCC

KFWB Los Angeles, Calif.—KFWB Bcstg. Corp. granted voluntary assignment of license to Union Bcstg. Corp. of Calif. No consideration is involved as stockholders in both corporations are identical and will retain their respective shares. Upon FCC approval KFWB Bcstg. will be dissolved. Granted Nov. 19.

KLMO Longmont, Colo.—Longmont Bcstg. Co. granted voluntary transfer of control to Pellon Reed Walker, Irving T. Ludlow & Russel T. Palmer through sale of all stock for $20,000. Principals include President **I. T. Ludlow** (⅓) cattle feed and ranching, **R. T. Palmer** (⅓), accountant and **P. R. Walker** (⅓), salesman. Granted Nov. 19.

WMMB Melbourne, Fla. — Melbourne Bcstg. Corp. granted voluntary transfer of control from **Henry Dravneek, Suzanne Dravneek** and **John J. Schantz** to **Frederick H. & Dorothy S. Kury** through sale of 66.8% interest for $57,500. Mr. Kury is former vice president NEA Services Inc., syndicated newspaper and editor and publisher *Adirondack Daily Enterprise*, Saranac Lake, N. Y. Granted Nov. 19.

WOPA-AM-FM Oak Park, Ill.—Richard Goodman, Mason Loundy, Oak Park Hotel Inc. & Egmont Sonderling d/b as Village Bcstg. Co. granted voluntary assignment of license to partnership of the same name with same partners. Mr. Sonderling purchases 3¾% interest from Richard Goodman and Mason Loundy for $4,000 and will now own 25%. Messrs. Goodman and Loundy will separate their joint interest and each will now own 20%. Granted Nov. 16.

KOAM-TV Pittsburg, Kan.—Pittsburg Bcstg. Co. granted assignment of CP to Mid-Continent

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WELDON & CARR
Consulting
Radio & Television
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Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
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18th St., N. W. Hudson 3-9000
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AM-TV BROADCAST ALLOCATION
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CONSULTING RADIO ENGINEER
BANKERS INVESTMENT BLDG.
AN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

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Telecasting Inc. for $20,000 which represents aggregate engineering, legal and other miscellaneous expenses incurred with application of CP to be assigned. KOAM retains 66⅔% interest and Joplin Globe Pub. Co. will own 33⅓%. Principals include President **E. V. Baxter**, president and 50% stockholder KOAM; Vice President **Lester Lee Cox**, vice president and 12½% stockholder KOAM, vice president, 49.5% stockholder KCMO Kansas City, Mo., 49.9% stockholder KWTO Springfield, Mo.; and Treasurer **Mrs. E. V. Baxter**, secretary KOAM. Granted Nov. 19.

KDBS Alexandria, La. — Cyril W. Reddoch, Ralph L. Hooks & Klien Evans d/b Dixie Bcstg. Service granted involuntary assignment of construction permit to Cyril W. Reddoch, individually and as executor of the estate of Klien Evans, deceased, and Ralph L. Hooks d/b as Dixie Bcstg. Service. Mr. Reddoch will now control 66⅔%. Granted Nov. 20.

KREH Oakdale, La.—Cyril W. Reddoch & Klien Evans d/b as Louisiana Bcstg. Service granted involuntary assignment of license to Cyril W. Reddoch, individually and as administrator of the estate of Klien Evans, deceased, d/b as Louisiana Bcstg. Service. Mr. Reddoch will now control 100%. Granted Nov. 19.

KXLW Clayton, Mo.—St. Louis County Bcstg. Co. granted voluntary acquisition of positive control by John W. Kluge through purchase of 1,100 shares from W. Elliott Reid & Bettie J. Reid for $4,364.47. Mr. Kluge will now own 50.5%. Granted Nov. 19.

KGFW Kearney, Neb.—Central Nebraska Bcstg. Corp. Belle M. Thomas, J. Carl Thomas & Kenneth H. Dryden, executors of the estate of Lloyd C. Thomas granted voluntary transfer of control to J. Carl Thomas and 6 others in accordance with court order. Principals include President **John W. Yeager Jr.** (12.9%); Vice President **Kenneth H. Dryden** (1.8%); Secretary-Treasurer **Belle M. Thomas** (37.3%); **E. Hanson Thomas**

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager: Major station in top eastern market seeks experienced manager. Must have solid radio station background, be mature and with aggressive personality to build strong contacts quickly on local and regional levels. Salary open. Commission or over-ride. Excellent opportunity for man able to handle all phases of operation. Box 630A, B•T.

Immediate opening. 1000 watt station for experienced commercial manager. Interview required. Contact Dave Button, KSVP, Box 38, Artesia, New Mexico. Phone 650.

Salesmen

Guaranteed monthly income $400. against 15 percent commission, protected territory, account list for experienced salesmen. Established Illinois independent offers permanent position, good future for competent worker desiring to advance. Paid vacation, bonus, sick benefits, company-paid pension plan. Fast growing community in county with $86,000,000 annual retail sales. Personal interview necessary. Write details of training, experience, age. Box 411A, B•T.

Southern group that operates several stations has opening for two experienced salesmen that can sell and still go back the second time. Excellent money proposition with chance of stepping into managers positions. Must be experienced, married, sober, and reliable. Write Box 541A, B•T.

Progressive independent in top market near New York needs salesman with ideas for his accounts. Guarantee, 15%. Resume to Box 542A, B•T.

Aggressive Michigan regional station offers genuine opportunity for earnings and advancement. Please tell all. Box 596A, B•T.

Sales manager for small market station located in town of 3,500 must be fully trained capable man. $350, base, plus 10% of net. Call, write or wire George Cory, KUBC, Montrose, Colo.

Salesman, not afraid of tv. Aggressive and mature for sales position. Only non-alcoholics need apply. Largest market in the Rocky Mountain area. Submit resume, references promptly. Box 609A, B•T.

Successful sales manager and chief engineer, with $3,000. to $5,000. capital to invest in employee-owned station. Box 618A, B•T.

Salesmen free to travel with well known, national organization are earning $150.-$300. weekly commissions selling new copyrighted special feature for leading tv station in midwest. Dependable men can advance to campaign managers. $15,000.-$18,000. yearly. Write 628A, B•T.

Get an *expert* to plan *your* classified ad to get results from the pages of BROADCASTING • TELECASTING. Call, write, wire Harry Stevens, B•T's veteran at making a few words make people *do* big things for *you*. Write, wire, phone him at—BROADCASTING • TELECASTING, 1735 DeSales Street, N. W., Washington 6, D. C., Metropolitan 8-1022.

Announcers

Opening southwest combination engineer-announcer with emphasis on announcing. Send details to Box 381A, B•T.

Am-tv station in southeastern market of 100,000 is enlarging announcing staff. Am and tv duties with control board ability required. Starting salary $75.00. Complete information, photo and tape or disc to Box 514A, B•T. Prefer applicants from this region.

Experienced, versatile, all-round announcer with first or second phone ticket. Permanent. Paid vacation. Car necessary. Send complete resume first letter. Start $75 weekly. Box 524A, B•T.

Help Wanted—(Cont'd)

Two experienced announcers wanted by southern small market station that's really on the ball. Must be sober, reliable, and interested in permanent position. Good salary and living conditions. Married men preferred. Write Box 540A, B•T.

Announcer with experience and restricted third or first class license wanted by kilowatt eastern independent. Box 556A, B•T.

Announcer-engineer with first class ticket. Good staff man. Convenient to Phila. and New York. Box 563A, B•T.

50,000 watt station in major upper midwest market has an opening for a top disc jockey. Must be a good commercial man. Send tape and letter with complete background, plus salary requirement to Box 566A, B•T.

Newsman. Second man for Michigan radio-tv operation, strong local news emphasis. Basic requirements—news sense, straight writing, clear voice. Promise training, air experience, freedom for ideas. Send tape, photo, background. Box 573A, B•T.

Announcer-engineer, first phone, strong on announcing, 1000 watt net affiliate, top pay, many employee benefits, good midwestern market. If you qualify, send tape and letter to Box 582A, B•T.

Newsman wanted. 500 watt Iowa independent. Permanent. Opening now, must have experience—local news, reporting, writing, strong selling newscasts. Salary open. Send complete details. Box 584A, B•T.

Announcer-engineer with first class ticket for Missouri independent. If you have ticket and announcing possibilities, can use inexperienced man. Reply Box 589A, B•T.

Good announcer-production man for combination work. Good salary for good solid mature young man with real ability. Good CBS network station. Send full information first letter, including photo and audition tape. Box 608A, B•T.

Combo man with first class ticket for central Pennsylvania am-fm. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5 day week. Paid vacation. Car necessary. Send resume. Salary open. Box 614A, B•T.

Minnesota station needs sports announcer able to sell time. Good salary plus commission. Box 617A, B•T.

Combo announcer-engineer, first class license, emphasis on news. DJ work. TV future. Rush tapes, salary requirements, other pertinent information. WAAB, Worcester, Mass.

Thousand watt daytimer. School training considered. Sales privilege. Tape, resume to WAKN, Aiken, S. C.

Staff announcer. Strong, music, news. Send disc, resume, references. WBCK, Battle Creek, Michigan. Tv grantee.

Immediate opening for experienced announcer. Ideal working conditions. Send tape, qualifications and photo to WBRM, Marion, North Carolina.

Announcer. Immediate opening, must have experience, WEAV, Plattsburg, New York.

Combo man. Minimum 5 years experience. First ticket preferred. Must be topnotch announcer, operate board. Salary $90-$100 for 45 hours. WHUC, Hudson, New York.

Technical

East coast major market independent wants first class combination man. Excellent salary and working arrangement. Personal interview and audition required. Write in detail giving references which will be checked. Box 271A, B•T.

Chief engineer with announcing ability wanted by eastern independent station. Please send background, references and photo. Box 555A, B•T.

Help Wanted—(Cont'd)

Chief engineer-announcer, good voice, thorough experienced both fields. Prefer family man. Car necessary. $90.00—40 hours. Box 593A, B•T.

Chief engineer. Southern town, 30,000, excellent living conditions. Prefer man who can do limited announcing and one who wants to work toward a good future. Tell all first letter. Box 594A, B•T.

Engineers, first class license. Experience desirable. New England area. Box 598A, B•T.

Combo, first phone, kilowatt. Experience preferred. Urgent. Good salary. KWBG, Boone, Iowa.

Immediate opening. First class engineer, WCNT, Centralia, Illinois.

Combo man with first phone wanted immediately. Progressive station. Position permanent. Salary open. Excellent working conditions. WCVA, Culpeper, Virginia.

Engineer, first phone, car. State qualifications, first letter. No announcing. Contact E. B. Jones, Chief Engineer, WETB, Johnson City, Tennessee.

Opening for engineer in am, fm, tv operation. WKZO, Kalamazoo, Michigan.

WLBC and WLBC-TV needs an assistant chief engineer. Must have 1st class license and be able to do maintenance on am-fm and tv transmitters plus video and audio gear. If interested write to Maury Crain, Chief Engineer, WLBC at Muncie, Indiana, stating experience and salary expected.

WLBC and WLBC-TV needs engineers with 1st class licenses. Depending on experience engineers start as high as $84.55 for forty-five hour week. If interested call Maury Crain, Chief Engineer at 4403 in Muncie, Indiana.

First ticket, experience unnecessary, ABC affiliate, work into tv, $60-$50. Chief Engineer, WTOR, Torrington, Connecticut.

First class transmitter engineer, 1000 kw am station indie daytime. Contact Chief Engineer immediately, WWNH, Rochester, New Hampshire.

Production-Programming, Others

Girl writer-announcer to handle well established participating show and interviews, write copy. Sales experience preferred. Address Box 567A, B•T.

Assistant professor of radio and television, southern university, effective February 1. Send resume, references, college transcripts. Box 572A, B•T.

Program director, must have supervisory ability and experience. Southern New England and affiliate. Box 599A, B•T.

Are you this woman? Indie station in southern city over 100,000 needs aggressive, alert, business woman with management ability to direct office and program department. Must be at least 30 years, have previous radio experience and still sold on am broadcasting. Salary open, send details your first letter. Box 604A, B•T.

Immediate opening for combination copywriter-announcer, excellent position for recent graduate, light on experience. Must have ability and be willing to learn. Contact Program Director, WAYB, Waynesboro, Virginia.

Program director. Immediate opening. Must be strong in all phases of program work with accent on news. Send complete information first letter to Manager, WBSR, Pensacola, Florida.

Experienced copywriter 5 kw CBS station. Submit sample copy with application. State salary requirements. Manager, WCAX, Burlington, Vermont.

Immediate opening commercial copywriter of friendly local station. Good pay, paid vacation, permanent position. Send full particulars, WVSC, Somerset, Pa.

Television

Managerial

Tv salesman manager—only a producer considered. Give references, complete background and salary desired. Box 558A, B•T.

Help Wanted—(Cont'd)

Technical

Engineer first class license for leading southern station in two station market. Tv experience and well rounded am background required. Reply Box 565A, B•T.

Chief engineer for new tv station in midwest metropolitan market of two million. Must have practical background, at least two years in television, and knowhow to put station on the air. RCA transmitter and antenna equipment. Send full particulars, references and starting salary. Box 560A, B•T.

Production-Programming, Others

Program manager and production manager. Will only consider men who are experienced. Give complete details. Box 559A, B•T.

Situations Wanted

Managerial

Manager with twenty years in radio seeks management of established outlet, or will get new station on air with both administrative and technical know-how. Box 502A, B•T.

Available as general manager or sales manager, have owned controlling interest in station. Must make $8,000.00 salary and commissions, native of Florida, desire same, family, available for interview. Making big change, interested in offer to locate permanently, only civic minded civic reasonable. Box 590A, B•T.

Medium or small station manager—family man with proven record as profit maker the right way. Community interests. Will furnish top references, know the radio business national and local from transmitter to money in the bank. Emphasis sales. Reasonable reason for making change. Prefer personal interview. Box 591A, B•T.

General manager who can create and develop sales. 11 years net programming experience. 9 years head of New York agency, radio-tv department. Know national and local station sales. Have agency and advertisers contacts. 23 years in radio and television. Resume furnished on request. Box 634A, B•T.

Manager. North Carolinian with proven record in sales and management. Available December 15. Box 610A, B•T.

Manager-salesmanager. Experienced 10 years all phases, including tv. Married, 2 children, veteran. Willing to purchase stock to insure permanent interest. North contral location preferred. Box 616A, B•T.

Salesmen

Salesman, announcer, program director, assistant manager, single, 28. Six years radio experience, large and small markets in southeast. Desire position with radio-tv affiliation. Authoritative news. Box 561A, B•T.

Sales account executive. Presently radio-television research 4A's agency. NYC. Box 568A, B•T.

One of midwest's best known radio executives, 20 years experience, six as sales and station manager, seeks similar position in town, 100,000 or under. Strong on promotion, ideas, sales. Present owners selling out. Box 615A, B•T.

I make no fancy promises—give no unheard of claims. Am hard-working commercial manager with fine sales record. Desire commercial manager or station manager position. Recently commercial manager 5000 CBS stations; agency owner. Married. 30 years old. Excellent references. Experienced all phases radio. College educated, advertising-radio. Box 621A, B•T.

Announcers

Announcer, recent broadcasting school graduate. No experience. Third class ticket. Box 474A, B•T.

Announcer. Draft exempt. 3 months experience. News, commercials, platters; emphasis sports. Young, reliable. Restricted ticket. Travel, resume, audition. Box 479A, B•T.

Staff announcer, radio, television, 2 years experience, young, now at 1 kw network affiliate, midwest. Married, car, prefer west. Good references. Box 507A, B•T.

Newscaster, announcer, DJ. 10 years experience am, tv. Excellent voice, network calibre. Proven ability. Also write, produce and direct. California market preferred. Tape picture and resume upon request. Write Box 546A, B•T.

Experienced staff announcer, which includes news, DJ, desires change. Currently employed in New York State city. Will travel. Tape. Box 570A, B•T.

Situations Wanted—(Cont'd)

Do you need a good staff announcer who has outgrown present 1½ year old job with small station? Then let me recommend my husband. Earlier with AFRS two years, schooled in Chicago, is 24, available immediately, one grand guy. Please write him Box 574A, B•T.

Available immediately. 1½ years commercial, 2 years non-commercial. Operate board. Will travel. Box 575A, B•T.

Announcer. Three years' staff experience all phases DJ, news. Currently employed large market mid-south network affiliate. College graduate. 25, veteran. Prefer northeast city over 75,000. Box 576A, B•T.

Combination man. First phone. Plenty experience. Remotes, boxing, morning shows, programming, copy and repair equipment. Excellent references. Available immediately. Box 581A, B•T.

Experienced announcer-engineer. First phone, degrees, veteran, married. Desire University proximity. Box 585A, B•T.

Announcer-newscaster. Pleasant authoritative delivery. Friendly commercials. College graduate. 29. Limited experience. Background, disc available. Box 592A, B•T.

Seven years radio. Ace baseball, basketball, football broadcaster, top salesman, good emcee and deejay. Prefer east or southeast. Consider any offer radio or tv. Box 631A, B•T.

Gal now at network affiliate would like to work at small station. Midwest preferred but not necessary. Continuity, music librarian, air work. Disc, photo available. Box 632A, B•T.

Announcer, colored. Disc jockey, news, personality, control board, single, veteran, announcing experience, well trained, tape available, will accept any type announcing, free to travel. Box 597A, B•T.

Announcer, ten months experience. DJ, news, straight announcing. Marine veteran. Ineligible future service, married. Desire locate northeast. Box 601A, B•T.

Negro, DJ, newscaster, control board. Veteran. Some experience. Box 602A, B•T.

Combo man. 5 years experience as announcer, engineer and salesman. Play-by-play sports. Family man. General managers position. Midwest. Box 603A, B•T.

Announcer, first phone. Accent on programming disc shows from jazz to classical. Responsible family man. Wish to locate permanently in west or southwest. Box 611A, B•T.

Announcer, three years background, all phases, PD, log, copy, control board, 23, single. Box 613A, B•T.

Announcer thoroughly trained in radio-tv. Can operate console. Good voice personality. Will travel. Tape available. Box 620A, B•T.

Announcer. Authoritative news and commercial delivery. Good DJ, ad lib. Draft exempt. Box 633A, B•T.

3 years training—3 months experience small station. Presently employed—need change. Women's and children's programs, some copywriting. Tape or disc. Restricted ticket. References. Madeline McLean, Rumford, Maine.

Announcer, some experience; lots of ability and initiative. Permanancy and Texas preferred. Married. Ed Osborne, 1600 Louisiana, Houston, Texas.

Salesman-announcer. Leading hillbilly personality and sportscaster. Successful sales record. Available December 15. Contact Claude White, Elkin, N. C. Phone 957-J after 6:00 P.M.

Technical

Engineer. First phone, experienced transmitter studio recording remotes. New York or vicinity. Box 487A, B•T.

Engineer, 1st phone, any location, midwest preferred, family, age 27, reliable, 7 years radio experience but none in broadcast. Good voice. Now available. Box 528A, B•T.

Broadcast engineer, four years studio and transmitter experience, family man, wants position in tv or am with tv future, west, or southwest. Box 577A, B•T.

Announcer-engineer with 1st class license. Conscientious, sober, dependable. Good voice. Excellent personality. Experienced in news, DJ and staff announcing. References, tape and details furnished upon request. Box 583A, B•T.

Situations Wanted—(Cont'd)

Engineer, first phone, available now due to station time cutback from 24 hours. 4 years experience transmitter, studio, recording, remotes, am and fm. Present employers will recommend. Box 624A, B•T.

5 years experience combo (3rd). Family man 25, wants permanence with future. Prefer southwest. Write or wire MacDonald, 1823 N. 13th Ave., Tucson, Ariz.

Engineer. 1st class license, one year am commercial and six months educational fm, tv experience, prefer California. Anthony Torres, 27 Flower Street, Bakersfield, California.

Production-Programming, Others

Boston or New England area. Have you got capital and radio experience? I have and will join with others to purchase radio station. Confidential. Box 571A, B•T.

Writer, producer, radio and tv, just returned from 7 months European radio. Idea man and program sparker. Write Box 626A, B•T.

Desire promotion or public relations position. Just sold interest in regional advertising agency. Previously held executive position in radio. Thorough radio experience. Married. College education. Box 622A, B•T.

Television

Managerial

General or commercial. Experienced all phases. Proven sales record. Presently employed. Will work on straight commission. Box 454A, B•T.

Assistant manager-salesmanager with southern uhf station available immediately. Desires vhf station. Three years television sales experience. Have put vhf and uhf on air from foundation up. Knows network and national agencies. Salary open. Box 569A, B•T.

General manager—tv. The last five years television in major market; have experience in general management, labor relations, sales, programming and production. Presently employed, desire change. Box 587A, B•T.

Technical

Experienced cameraman with first phone wants to help put new station on air. Good knowledge of film photography and production. W. H. Beatty, WDAK-TV, Columbus, Georgia.

Production-Programming, Others

Six years experience, combination salesman-announcer radio, first phone. Desires change to tv. $500. month minimum. Excellent performance record. Box 519A, B•T.

Traffic-program coordination. Young man, complete knowledge program, traffic departments, seeks production job leading to director-coordinator position. Remuneration secondary. Box 562A, B•T.

Program or production director; I have produced over 2000 hours of live programming over one of the largest NBC outlets in the USA. Desire connection with new progressive tv operation. Box 564A, B•T.

Triple-threat, experienced NY actress, writer, producer of her own tv shows wishes to vacate "ulcerish" Manhattan for progressive smaller town tv station. Truly exceptional background. Box 586A, B•T.

Tv managerial or assistant to general manager. 5 years creative local and network production-direction in #2 market. Married, community minded, college degrees. Excellent references. Box 606A, B•T.

TV production training. Can you use services of single man 29—desiring opportunity leading to tv production? Two years advertising, camp dramatics director, directed college variety, and radio shows. Commercial art certificate. Box 619A, B•T.

For Sale

Stations

Western: Indie. 250 watt. Exclusive. Volume $40,000. Asking $37,500. Box 635A, B•T.

250 watt independent station in the southwest for quick sale. No curiosity seekers, please. Box 623A, B•T.

Complete 1 kw fm station including RCA BTF-1C transmitter, turntables, microphones, etc. Also Westinghouse fm-3 3kw; best offer. Box 588A, B•T.

XUM

For Sale—(Cont'd)

Equipment, etc.

GE fm broadcast transmitter type BT-1-B, model 4BT 1 B 1, frequency range 88-108 MC, output 250 watts. Two GE crystals frequency 227.546 KC. GE fm broadcast station monitor complete with calibrate and run crystals, type BM-1-A, model 4 BM-1A 1, Indicator model 4 BZIA 1, power supply model 4BP2A 1, frequency range 88-108 MC. GE reg. power supply, type BP2A, model 4BP2A, 1, 105-125 volts, 1 phase, output 300 volts 0.090 A-DC with 18 spare tubes. One Auto DRI Aire model 46 dehydrator with specialized fm antenna and between 300 and 400 foot Communications Products fm co-ax transmitter line. Used on air only three years. In perfect condition. No reasonable offer refused. WLAD, Danbury, Conn.

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

Minitape recorder. Excellent condition, new mike and battery. Half-price. WJTN, Jamestown, New York.

For quick sale: Must dispose of three Blaw-Knox type SGN 400 foot towers complete with base insulators, foundation steel and guy wire. Speed essential. For immediate transaction, phone or wire A. G. Sanderson, WWJ, Detroit. Mich.

Ampex tape recorder, model 401-A, very latest push button remote control portable model. New machine guarantee. Excellent condition, used about ten hours as demonstrator. $795.00 fob Topeka, Kansas. Only one, first come first served. Radio Engineering Company, 908 Kansas Avenue, Phone 3-1336.

Writers, speakers! Handy classified dictionary, 6,000 quips; $3.00. Cream of Wit, Sebring, Fla.

Wanted to Buy

Stations

Experienced broadcaster wants to buy single-market 250-1000 watt daytimer in upper midwest border state. Box 557A, B•T.

250 watt or medium power station in west. Send details and terms. Confidential. Box 605A, B•T.

Mid-westerner wants 250 to 5,000 watter, city under 75,000, south or west, daytimer or unlimited. Box 627A, B•T.

Equipment, etc.

Dual channel console and associated audio equipment. Box 403A, B•T.

Used 500 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 453X, B•T.

One kw transmitter in good condition. West coast preferred. Must be reasonable. Box 579A, B•T.

Frequency and modulation monitors for broadcast. Give make, model and price. KDNT, Denton, Texas.

Cabinet racks RCA type 9-AX and accessories. Specify number, condition, color and price. Radio Station KRJF, Miles City, Montana.

Used approved frequency monitor. Remote control system. Chief Engineer, KROX, Crookston, Minn.

One used RCA-BTF-1C 1000 watt fm transmitter. WMRF, Lewistown, Penna.

500 watt transmitter. Must be in A-1 condition. Contact George Merker, WRMN, Elgin, Illinois.

Miscellaneous

Unusual comedy series: 13 five minute packages. Tv or radio. New twist. Sample tape on request. Box 607A, B•T.

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Announcers

IMMEDIATE OPENINGS

ANNOUNCER-PRODUCER with emphasis on announcing.

FEMININE PERSONALITY with ability to organize and conduct own programs of interest to women.

Unusual opportunities at new vhf operation in mid-west college community. Rush detailed information to Box 625A. B•T.

Situations Wanted

Managerial

Let's talk if . . .

You are looking for a man of initiative, integrity and proven ability with outstanding major station experience in radio & tv.

Have been: account executive; in charge of sales development; director of advertising & promotion; comm. manager; also, advertising agency exec., and assoc. editor of trade magazine.

Have flair for practical ideas and avid interest in public affairs.

Seek opportunity of major responsibility.

Excellent references. Age 37, married.

BOX 578A, B•T

For Sale

Equipment, etc.

TV TRANSMITTER FOR SALE NOW ON AIR

Complete package

- GE 5 KW transmitter
- Input and monitoring equipment
- 6 Bay antenna

This equipment may be inspected now while operating

KFMB-TV

San Diego, California

EQUIPMENT FOR SALE

1 TF-5A SUPERTURNSTILE with Beacon light and de-icing elements. Feed lines included. This antenna can be used for Channels 4, 5 and 6.

1,660 FEET 3⅛ INCH TEFLON insulated transmission line.

2 3⅛ INCH RIGID ANCHORS.

35 DUAL HANGERS FOR 3⅛ inch line using twin messengers .

Please contact H. J. Lovell, Chief Engineer,

WKY-TV

OKLAHOMA CITY, OKLA.

Box 8668, Britton Station TR 8-2161

Employment Services

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

PERSONNEL PROBLEMS?

We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.

Griffin & Culver Personnel (Agency)
280 Madison Ave., New York, N.Y. ORegon 9-2690
Paul Baron, Dir., Radio TV and Film Div.
Resumes welcomed from qualified people.

FOR THE RECORD

(20.1%); **J. Carl Thomas** (9.3%); **H. S. Thom** (9.3%); and **Phillip Thomas** (9.3%). Myrtle Donohoo sells 50.8 shares to John W. Yeager for $10,175. No other cash is involved as distribution is in pursuance to court order. Granted Nov. 19.

KICA Clovis, N. M.—Hugh DeWitt Landis, Ross B. McAlister d/b as Radio Station KIC granted voluntary assignment of license to H. Landis through sale of ⅓ interest by R. B. McAlister for $35,000. Consideration consists of cancellation of notes totaling $24,999 and $10,00 representing profits of the existing partnership Granted Nov. 16.

WCMW Canton, Ohio—Stark Bcstg. Corp. granted involuntary transfer of negative contro (50%) of licensee from J. Irvin Schultz, deceased to Geneva P. Schultz and Richard W. Schultz administrators of the estate. Granted Nov. 19.

WLOK-AM-TV Lima, Ohio—WLOK Inc. grant ed voluntary relinquishment of positive contro by Lloyd A. Pixley, W. Lyman Case Jr., et al as family group through issuance of new treasury stock. Mr. Pixley, former owner of 51% will now own 34%. Standard Realty, controlled by Case family will now own ⅓ interest. Granted Nov. 9.

KUIN-AM, KGPO-FM Grants Pass, KBES-TV Medford, Ore.—Southern Oregon Bcstg. Co. granted voluntary relinquishment of control by Ame E. Voorhies (50%), through disposition of portion of his stock by sale or gift to his son Earle E. Voorhies (1/6) and his grandson John Voorhies (1/6). Mr. A. E. Voorhies retains 1/6 interest and by voting trust agreement will vote 50% of the corporation. Granted Nov. 17.

WLAC Nashville, Tenn.—Life & Casualty Ins. Co. granted voluntary assignment of license to wholly owned subsidiary WLAC Inc. for $1,325,000. Life & Casualty agrees to purchase $1,000,00 worth of indenture bonds from WLAC Inc. Granted Nov. 19.

WISC-AM-FM Madison, Wis.—Radio Wisconsin Inc. Morgan Murphy, Elizabeth B. Murphy and Evening Telegram Co. granted voluntary transfer of control through corporate reorganization setting up a voting trust. Ralph M. Immell purchases 5.9% interest for $4,211.37; Ralph E. O'Connor purchases 5% interest for $3,518.75; and George H. Johnson purchases 2.5% interest for $1,759.37. Evening Telegram Co. retains 34.8% interest. Purchasers have option of re-selling stock to Evening Telegram Co. in the event licensee's application for vhf ch. 3 in Madison is denied. If tv application is granted each purchaser will pay additional consideration per share of stock. Granted Nov. 19.

APPLICATIONS

KAFY-AM-TV Bakersfield, Calif.—Bakersfield Bcstg. Co. seeks voluntary transfer of control by Charles Thieriot, Harold See and The Chronicle Pub. Co. (KRON-FM-TV San Francisco) through sale by Sheldon and Geneva Anderson of 51⅔% interest for $85,000. Chronicle Pub. Co., publisher of *San Francisco Chronicle* and optionee of 25% interest in KSBW-AM-TV Salinas, Calif., purchases 49%. Charles Thieriot, vice president of Chronicle Pub. Co., purchases 12⅔% and will now hold 16⅔% interest. Harold See purchases 1⅔% Sheldon Anderson retains 8⅓% interest. Filed Nov. 16.

KBMX Coalinga, Calif.—Rea B. Bowman & Benjamin Bowman d/b as Pleasant Valley Radio Co. seeks voluntary assignment of license to Henry T. Leckman through lease of physical assets for $1,800 per year. Mr. Leckman is a local attorney. Filed Nov. 16.

KCCC-TV Sacramento, Calif.—Capital City TV Corp. seeks voluntary relinquishment of negative control of permittee corporation from Frank E. Hurd & Ashley L. Robison by sale of 25% interest to Harry W. McCart for $15,000. Mr. McCart is in the wholesale liquor business. Filed Nov. 18.

KLIR Denver, Colo.—Frank Donald Hall, Archie H. Yetter & John T. Roscoe d/b as Denver Bcstg. Co. seeks voluntary assignment of license to Frank Donald Hall tr/as Denver Bcstg Co. through sale of 20% interest by A. H. Yetter (10%) and J. T. Roscoe (10%) in consideration of cancellation of 2 promissory notes for $8,00 Filed Nov. 16.

WONS Hartford, Conn. — General Teleradio Inc. seeks voluntary assignment of license to General-Times Tv Corp. Application is to effectuate agreement between General Teleradio Inc. and Hartford Times Inc. by which latter acquired 45% interest in new tv venture when it dismissed its bid for uhf ch. 18 in Hartford. Filed Nov. 16.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

WMRE Monroe, Ga.—Walton Bcstg. Co. seeks voluntary transfer of control of permittee corporation to Clarice Prichard & Warren G. Gilpin through sale of all stock for $1,500. Each purchaser will own ½ interest. Mr. Gilpin is chief engineer WCON Cornelia, Ga. Filed Nov. 17.

KCMO-AM-FM-TV Kansas City, Mo.—KCMO Bcstg. Co. seeks voluntary assignment of license to parent corporation Meredith Engineering Co. (WHEN [TV] Syracuse, WOW-TV Omaha, KPHO-TV Phoenix). KCMO Bcstg. Co. will be dissolved. Filed Nov. 18.

WINS New York, N. Y.—Crosley Bcstg. Corp. seeks voluntary assignment of license to Gotham Bcstg. Corp. for $450,000. Principals include President-Treasurer **J. Elroy McCaw** (75%), vice president - 20.3% stockholder KLZ-AM-FM-TV Denver, Colo.; president-50% stockholder KELA Centralia, Wash.; secretary-treasurer-⅓ owner KYAK Yakima, Wash.; secretary-treasurer-⅓ owner KALE-AM-FM Richland, Wash.; president-⅓ owner KYA San Francisco; ½ partner KPOA Honolulu, KILA Hilo, Hawaii; owner KORC Mineral Wells, Tex. and vice president-25% stockholder KONA (TV) Honolulu; Vice President **John D. Keating** (25%), vice president-½ owner KYA San Francisco; ½ partner KPOA and KILA; president-25% stockholder KONA (TV) and president-⅓ owner of Northwest Tv & Bcstg. Co., applicant for new tv station on vhf ch. 12 in Portland, Ore. Filed Nov. 16.

KSPI-AM-FM Stillwater, Okla.—Stillwater Pub. Co. seeks involuntary transfer of control from Charles Bellatti (55%), deceased, to R. M. Bellatti, J. R. Bellatti and Mrs. Edith H. Bellatti, trustees of the estate. Filed Nov. 10.

WAGS Bishopville, S. C.—Lee County Bcstg. Co. seeks voluntary assignment of CP to new partnership with same name for $5,800. Principals include **H. L. Ginsberg** (25%); **A. R. Godshall** (27½%), president and 75% owner WFGN Gaffney, S. C.; **Claude W. Smith** (12½%), photography; **Helen F. Smith** (5%); **James B. Jeffries** (20%), and **Gladys A. Johnston** (10%), vice president and 25% owner WFGN. Filed Nov. 12.

WMSC Columbia, S. C.—Maresco Bcstg. Co. seeks voluntary assignment of license to parent corporation Maresco Corp. to simplify corporate structure. Maresco Bcstg. is to be dissolved and Maresco Corp. is to be renamed WMSC Radio Corp. Filed Nov. 16.

WMRC Greenville, S. C.—Textile Bcstg. Co. seeks voluntary assignment of license to Piedmont Bcstg. Co. (WAKE) for $72,500. WAKE will give up its present facilities. Principals include President **V. D. Ramseur** (32%); Secretary-Treasurer **John A. Ramseur** (32%); Vice President **Wilkins Norwood** (32%) and **Charles A. Britt** (4%). All are stockholders of WLOS-AM-FM Asheville, N. C. Filed Nov. 13.

KLBS Houston, Tex.—Trinity Bcstg. Corp. seeks voluntary assignment of license to Howard Bcstg. Corp. for $100,000. Purchasers buy physical facilities from lessors Mrs. Hollie Lee, Mary Alice Rosenburg and Lester E. Rosenburg for $200,000. Principals include President **Howard W. Davis** (50%), owner KMAC-KISS-FM San Antonio; Vice President **Howard L. Burris** (45%), owner KTAN Sherman, Tex., and Treasurer **Barbara J. Burris** (5%). Filed Nov. 3.

KANG-TV Waco, Tex.—Clyde Weatherby d/b as Central Texas Tv Co. seeks assignment of CP for uhf ch. 34 to Central Texas Tv Co. Mr. Weatherby retains 85.3% interest in lieu of his expenditures totaling $50,000. New corporation assumes indebtedness of $92,052.60. Filed Nov. 4.

KPUY Puyallup, Wash.—Henry Perozzo & Antonio Gomez d/b as Puyallup Valley Bcstg. Co. seeks voluntary assignment of license to Henry Perozzo, Antonio Gomez and Paul A. Schumaher d/b as Puyallup Valley Bcstg. Co. Mr. Schumaher purchases 11% interest for $5,000. Filed Nov. 20.

KXA Seattle, Wash.—KXA Inc. seeks voluntary transfer of control to Lawrence Bogle and 13 others through sale of 1,005 shares of stock by Gaylord family for $100,500. Principals include **Lawrence Bogle** (3.5%), attorney; Treasurer **S. L. Savidge** (15%), auto dealer; Secretary **George F. Kachlein Jr.** (1%), attorney, and **Cassius E. Gates** (10%), attorney. Filed Nov. 20.

WRAC Racine, Wis.—WRAC Inc. seeks voluntary transfer of control to James S. Allan and 8 others through sale of all stock for $12,500. Principals include **James S. Allan** (1/9), insurance and auto parts; **William R. Wadewitz** (5/18), printing; **John T. Brown** (5/18), farm equipment and metal parts; **John Oster** (1/9), manufacturer of die castings and electrical appliances; **George Gordon III** (1/9), machine tool manufacturer, and **Arthur R. Jones** (1/9), real estate, banking and insurance. Filed Nov. 18.

Hearing Cases . . .

FINAL DECISIONS

KLMR Lamar, Colo. — The Commission announced decision granting the application of The Southeast Colorado Broadcasting Co. for a construction permit to change the operation of KLMR Lamar, Colo., from 1340 kc, 250 watts, unlimited time, to 920 kc, 1 kw day, 500 watts night, directional night; and denying a competing application of Ark-Valley Broadcasting Co. for like change for KGAR Garden City, Kan., now operating on 1050 kc, 1 kw, daytime only. Action Nov. 19.

Atlanta, Ga.—New Tv, uhf ch. 36. By order, the Commission made effective immediately hearing examiner's initial decision granting the application of Robert W. Rounsaville for construction permit for new tv station on ch. 36. Action Nov. 19.

Portland, Me.—New Tv, vhf ch. 13. By order, the Commission made effective immediately hearing examiner's initial decision granting the application of Guy Gannett Broadcasting Services for construction permit for new tv station on ch. 13. Action Nov. 19.

Detroit, Mich.—New Tv, uhf ch. 62. By order, the Commission made effective immediately hearing examiner's initial decision granting the application of UAW-CIO Bcstg. Corp. of Michigan, for construction permit for new tv station on ch. 62. Action Nov. 19.

INITIAL DECISIONS

San Jose, Calif.—New Tv, vhf ch. 11. FCC hearing examiner John B. Poindexter issued initial decision looking toward grant of the application of Standard Radio & Television Co. for construction permit for new tv station on ch. 11 and denial of petition filed by F. M. Radio & Television Corp. for stay of further action in this proceeding pending action by the Commission on F. M.'s petition for review of examiner's ruling denying petition to amend its application seeking the same channel. (During the course of the hearing, examiner held F. M. in default.) Action Nov. 20.

Newport, Ky.—New Tv, uhf ch. 74. FCC hearing examiner Annie Neal Huntting issued initial decision looking toward grant of the application of Tri-City Bcstg. Co. for construction permit for new tv station on uhf ch. 74. Action Nov. 23.

Routine Roundup . . .

November 19 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

KFBC Cheyenne, Wyo., Frontier Bcstg. Co.—Granted petition for dismissal without prejudice of its application for additional time to complete construction (Docket 10480, BMP-5864).

Chief, Broadcast Bureau—Granted petition for extension of time to and including Nov. 24, 1953, to file exceptions to initial decision issued re applications of Radio Fort Wayne Inc., and Anthony Wayne Bcstg., applicants for tv ch. 69 in Fort Wayne, Ind. (Docket 10424, 10425; BPCT-1040, 1400).

WIRL Television Co., Peoria, Ill.—Granted petition for dismissal without prejudice of its petition to change issues in ch. 8 proceeding at Peoria (Docket 10542, BPCT-702).

By Hearing Examiner James D. Cunningham

Badger Television Co., Madison, Wis.; Radio Wisconsin Inc., Madison, Wis.—Granted motion of Badger Television Co. to dismiss motion made Nov. 5, 1953, by Radio Wisconsin Inc. for enlargement of issues in ch. 3 proceeding (Docket 10641, BPCT-1472; Docket 8959, BPCT-410).

BY COMMISSION EN BANC

Extension of Time

KONA (TV) Honolulu, T. H., Radio Honolulu Ltd.—Granted request for extension of time from Nov. 16, 1953, to Jan. 1, 1954, within which Island Bcstg. Co. must dispose of its interest in am station KPOA Honolulu, in order to comply with condition attached to grant of June 3, 1953, for transfer of control of Radio Honolulu Ltd. (BTC-1476). •

November 20 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Millard F. French

Cowles Bcstg. Co., Murphy Bcstg. Co., Des Moines, Iowa—Upon agreement of parties, hearing scheduled to be held on Nov. 20, is continued to Nov. 23, 1953 (Dockets 8897, 8900; BPCT-315, 370).

By Hearing Examiner Claire W. Hardy

WMAW Menominee, Mich., Green Bay Bcstg. Co.—Granted petition for leave to amend its application (Docket 10587, BMP-6064) to give additional information as to extent of interference which proposed increase of power of applicant's station WMAW would have upon station WMTE Manistee, Mich.

KWK Inc., KXOK Inc., Missouri Valley Television Co., St. Louis, Mo.—Ordered prehearing conference in this ch. 4 proceeding on Nov. 19, 1953 (Dockets 8810, 8811, 10752; BPCT-324, 327, 1632).

By Hearing Examiner J. D. Bond

KFIZ Bcstg. Co., Fond du Lac, Wis.—Granted petition to accept late appearance in proceeding re application of Richland Bcstg. Corp., Richland, Wis. (Docket 10414, BP-8584).

By Hearing Examiner H. Gifford Irion

WVCH Chester, Pa., James M. Tisdale—In statement and order recited action and rulings taken at hearing conference on Nov. 9, 1953, which shall govern course of this proceeding pursuant to Sect. 1.841 of Commission's rules (Docket 10089, BP-8100).

By Hearing Examiner Basil P. Cooper

Hilltop Management Corp., Kane, Pa.; Northern Allegheny Bcstg. Co., Kane, Pa.—By memorandum opinion and order granted petition of Northern Allegheny Bcstg. Co. for leave to amend its application (Docket 10508, BP-8671) to specify operation on 1590 kc in lieu of 960 kc and for removal of application, as amended, from hearing docket; denied petition of Northern Allegheny for continuance of hearing and for removal of Hilltop Management Corp.'s application from hearing docket (Docket 10507, BP-8577).

November 20 Applications

ACCEPTED FOR FILING

License to Cover CP

WSOK-FM Nashville, Tenn., Nashville Bcstg. Co.—License to cover CP (BPH-1822) as mod., which authorized new station. (BLH-932).

Modification of CP

Following stations request mod. CPs for extension of completion date as indicated:

WHYN-TV Springfield, Mass., The Hampden-Hampshire Corp., to 12/31/53; WNBT(TV) New York, NBC, to 2/23/54; WBTM-TV Danville, Va., Piedmont Bcstg. Corp., to 6/17/54; WNAM-TV Neenah, Wis., Neenah-Menasha Bcstg. Co., to 12/20/53; KHSL-TV Chico, Calif., Golden Empire Bcstg. Co., to 2/11/54; KJEO Fresno, Calif., O'Neill Bcstg. Co., to 3/15/54; WFAM-TV Lafayette, Ind., WFAM Inc., to 7/23/54.

Renewal of License

Following stations request renewal of license:

KVME(FM) Merced, Calif., Merced Bcstg. Co. (BRH-443); WWPG-FM Palm Beach, Fla., Palm Beach Bcstg. Corp. (BRH-92); WMBR-TV Jacksonville, Fla., The Washington Post Co. (BRCT-53); WTVJ(TV) Miami, Fla., Southern Radio Tv Equipment Co. (BRCT-95); KSD-TV St. Louis, Mo., The Pulitzer Pub. Co. (BRCT-30); KING-TV Seattle, Wash., King Bcstg. Co. (BRCT-22); KENA Mena, Ark., R. B. Bell (BR-2495); KATE Albert Lea, Minn., Albert Lea-Austin Bcstg. Co. (BR-942); WROX Clarksdale, Miss., Birney Imes

Midwest
$125,000.00

Profitable network facility in an excellent isolated trading area of 250,000. Station has favorable cash position. Some financing available.

West Coast
$100,000.00

Fulltime independent in one of the top two hundred markets in the United States. Excellent terms to a qualified purchaser.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

TELL IT SELL IT

if...

Yes, *IF* you get the coverage and, *IF* you get the value. In Youngstown, W B B W is the lowest "cost per thousand" radio station. According to Hooperatings, the listening audience is exceptionally high.

* 97%

of all radio homes in Youngstown tune in to W B B W.

Compare the rate! Compare the weight!

Represented by Forjoe

WBBW

ABC IN YOUNGSTOWN,

where Eastern Ohio and Western Pennsylvania hear all the Cleveland Browns and Notre Dame Football Games.

*Nielsen Market Survey

Jr. (BR-1196); WFPG Atlantic City, N. J., Neptune Bcstg. Corp. (BR-1080); KENM Portales, N. M., Plains Bcstg. Co. (BR-2425); KWIL-FM Albany, Ore., Central Willimette Bcstg. Co. (BRH-89).

APPLICATIONS RETURNED

Renewal of License

KPIG Cedar Rapids, Iowa, Cedar Rapids Bcstg. Corp. (BR-2383); KRKL Kirkland, Wash., East Side Bcstg. Co. (BR-1932); WRCO Richland Center, Wis., Richland Bcstg. Corp. (BR-2375).

November 23 Decisions

Actions of November 20

Granted License

WPAG Ann Arbor, Mich., Washtenaw Bcstg. Co.—Granted license covering mounting of tv ant. on top of am tower and making correction in coordinates only; condition (BL-5128).

WJMW Athens, Ala., Athens Bcstg. Co.—Granted license covering change in facilities and installation of new trans.; condition; 730 kc 500 w-D (BL-5125).

Modification of CP

KOKO Warrensburg, Mo., Clinton Bcstg. Co.—Granted mod. CP to change studio and trans. locations (BMP-6339).

KUAM Agana, Guam, Radio Guam—Granted mod. CP for approval of ant., trans. and studio location; condition (BMP-6357).

KCAL Redlands, Calif., Southwest Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio locations; engineering condition (BMP-6278).

WITY Danville, Ill., Vermilion Bcstg. Corp.—Granted mod. CP to change type of trans.; engineering condition (BMP-6367).

Granted Extension

WHP-FM Harrisburg, Pa., WHP Inc.—Granted extension of completion date to 2-12-54 (BMPH-4875).

Actions of November 19

Modification of CP

KALI Pasadena, Calif., Consolidated Bcstg. Co.—Granted mod. CP to change type trans. engineering condition (BMP-6368).

Granted Extension

The following were granted extension of completion dates as shown:

WFAM-TV Lafayette, Ind., to 7/23/54; WLOK-TV Lima, Ohio, to 3/7/54; KHSL-TV Chico, Calif., to 2/11/54; WHYN-TV Springfield, Mass., to 12/31/54.

Action of November 17

Remote Control

WCLB Cocoa, Fla., Capel Bcstg. Co.—Granted authority to operate trans. by remote control from City Hall Bldg., Camilla, Ga. (BRC-182).

Actions of November 16

Extension of Completion Date

The following were granted extension of completion dates as shown:

WBKZ-TV Battle Creek, Mich., to 6/13/54; WTPA Harrisburg, Pa., to 6/20/54; WAKR-TV Akron, Ohio, to 6/14/54.

Remote Control

The following were granted authority to operate trans. by remote control:

WCPA Clearfield, Pa., and WKIN Kingsport, Tenn.

November 24 Decisions

ACTIONS ON MOTIONS

By Examiner H. Gifford Irion

Baptist General Convention of Texas, Gulf Coast Bcstg. Co., Corpus Christi, Tex.—By memorandum opinion and order denied petition of Baptist General Convention to enlarge issues in re financial qualifications of Gulf Coast; further ordered that hearing will reconvene on Nov. 27, 1953 (Docket 10560, BPCT-906 and Docket 10559, BPCT-723).

By Examiner J. D. Bond

Music Bcstg. Co., Peninsular Bcstg. Co., Grand Rapids, Mich.—Issued order after second hearing conference ordering further hearing in this proceeding to commence Nov. 30, 1953, and that subsequent course of hearing shall be governed by applicable provisions of first hearing order and this order (Docket 10552, BPCT-1275; Docket 10607, BPCT-1730).

By Examiner Claire W. Hardy

Petersburg Television Corp., Southside Va. Telecasting Corp., Petersburg, Va.—Gave notice that conference in this proceeding will be held Nov. 27, 1953 (Docket 10737; BPCT-1772 and Docket 10738, BPCT-1773), applicants for tv ch. 8.

KRLW Walnut Ridge, Ark., Southern Baptist College; Tri-State Bcstg. Service, Memphis, Tenn.; Southern Bcstg. Service Inc., Memphis, Tenn.—Continued without date pre-hearing conference in this proceeding (Docket 10547, BP-8372, Docket 10548, BP-8775, Docket 10549, BP-8802), which was scheduled for Nov. 20, because of application filed by Newport Bcstg. Co.

By Examiner Annie Neal Huntting

Tri-City Bcstg. Co., Newport, Ky.—Grantee petition filed Nov. 18 to change financial qualifications, etc.; also granted petition of Nov. 13 which was amended by Nov. 18 petition (Docket 10673; BPCT-1737).

By Examiner Fanney N. Litvin

Granted joint petition of The Brush Moore Newspapers Inc., Stark Telecasting Corp. and Tri-Cities Telecasting Inc., applicants for ch. 29 in Canton, Ohio, for continuance of hearing from Nov. 23 to Dec. 7, 1953 (Dockets 10272, 10273 and 10606).

November 24 Applications

ACCEPTED FOR FILING

Modification of CP

Following stations request extensions of completion date as indicated:

WDIX Orangeburg, S. C., WRNO Inc.; KTSM-TV El Paso, Tex., Tri-State Bcstg. Co., to 12/17/53; WTAR-TV Norfolk, Va., WTAR Radio Corp., to 6/1/54; WCNO-TV New Orleans, La., Community Tv Corp., to 5/30/54; WOR-TV New York, General Teleradio Inc., to 1/1/54; WOSU-TV Columbus, Ohio, Ohio State U., to 10/1/54.

Renewal of License

Following stations request renewal of license: WOC-TV Davenport, Iowa, Central Bcstg. Co. (BRCT-83); WLLH-FM Lowell, Mass., Merrimac Bcstg. Co. (BRH-261); WJLS-FM Beckley, W. Va., Joe L. Smith Jr. Inc. (BRH-297); WFUN Huntsville, Ala., Huntsville Bcstg. Co. (BR-1518); KVON Napa, Calif., Napa Bcstg. Co. (BR-2116); KHON Honolulu, T. H., Aloha Bcstg. Co. Ltd. (Main & Aux.) (BR-1285); WATA Boone, N. C., Wilkes Bcstg. Co. (BR-2582); WGNC Gastonia, N. C., Catherine T. McSwain (BR-998); KWIL Albany, Ore., Central Willamette Bcstg. Co. (BR-2016); KODL The Dalles, Ore., Western Radio Corp. (BR-2008); KFIR Nr. North Bend, Ore., Bay Bcstg. Co. (BR-2602); KBPS Portland, Ore., Benson Polytechnic School (BR-84); KRXL Roseburg, Ore., Umpqua Bcstrs. Inc. (BR-2569); KPKW Pasco, Wash., Western Radio Corp. (BR-1223); KMO Tacoma, Wash., KMO Inc. (Main & Aux.) (BR-77); KIT Yakima, Wash., KIT Inc. (Main & Aux.) (BR-89); KYAK Yakima, Wash., Yakima Bcstg. Corp. (BR-1886).

UPCOMING

Dec. 1: Zenith v. FCC (and CBS), oral argument U. S. Court of Appeals, Washington.

Dec. 4: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Jacksonville.

Dec. 4-5: Canadian Broadcasting Corp., board of governors, Parliament buildings, Ottawa.

Dec. 7: FTC hearing on proposed trade practice rules for radio-tv industry, 10 a.m., FTC Bldg., Washington.

Dec. 7: Idaho Broadcasters Assn., Turf Club, Twin Falls.

Dec. 9: Radio Parts & Electronic Equipment Shows, Board of Directors, Hotel Roosevelt, New York.

Dec. 9-10: NARTB Tv Code Review Board, NARTB Hdqtrs., Washington.

Dec. 11: NBC-TV Affiliates' Executive Committee meets with network officials, New York.

Dec. 11: Authors League of America, Screen Writers Guild, joint meeting to merge organizations, New York.

Jan. 6: Second session of 83d Congress begins.

Jan. 8: Daytime Broadcasters Assn., St. Louis.

Jan. 10-12: National Appliance & Radio-Tv Dealers Assn., convention, Conrad Hilton Hotel, Chicago.

Jan. 18-19: Mutual Affiliates Advisory Committee (tentative), Buena Vista Hotel, Biloxi, Miss.

Jan. 19-23: NARTB Combined Boards, Camelback Inn, Phoenix.

Feb. 4-6: Audio Fair, Alexandria Hotel, Los Angeles.

Feb. 14-20: Advertising Recognition Week.

Feb. 19-21: Democracy Workshop, sponsored by NARTB, RETMA, U. S. Jr. Chamber of Commerce, Williamsburg, Va.

Feb. 21-28: Brotherhood Week.

March 24: Institute of Radio Engineers, Waldorf-Astoria, New York.

April 4-6: American Public Relations Assn., Hotel Biltmore, New York.

April 7-10: Ohio State U. Institute for Education by Radio-Tv, Columbus.

April 23-25: American Women in Radio and Television, annual convention, Kansas City, Mo.

April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.

April 28: Brand Names Day.

May 4-6: Government-industry electronic component conference, Dept. of Interior auditorium, Washington.

May 23: NARTB Convention, Palmer House, Chicago.

Addenda & Corrections To 1953-4 Telecasting Yearbook-Marketbook

CHANGES and additions received after the 1953-54 TELECASTING YEARBOOK MARKETBOOK went to press are included in the following list which also will serve to correct some errors made in compiling the volume. For convenience, the information is arranged numerically by YEARBOOK page number. Abbreviation of titles may be found on page 2.

Page 18—Under Television Stations by Call Letters, WOLK-TV Lima, Ohio, should read WLOK-TV.

Page 18—Under Television Stations by Call Letters, change channel number for WTAR-TV Norfolk, Va., to ch. 4 instead of ch. 6.

Page 19—Under George Foster Peabody Awards, add WEWS (TV) Cleveland for outstanding local public service by a television station.

Page 34—Under Television Station Representatives, add WALTER BIDDICK CO., 1151 S. Broadway, Los Angeles 15. Tel.: Richmond 6184. Mgr.: Guy Biddick.

Page 36—Under Television Station Representatives, add THOMAS F. CLARK CO. INC., 1 E. 54 St., New York 22. Offices also in Chicago, Detroit, Atlanta, San Francisco, Los Angeles.

Page 110—Under Television Stations, Indiana, WFAM-TV Lafayette, change affiliation to WASK, not WFAM.

Page 122—Under Television Stations, Kansas, KEDD (TV) Wichita, Henry S. Ungerleider is treas., not vice pres., Ben B. Baylor Jr. is vice pres.-gen. mgr.

Page 170—Under Television Stations, Nevada, KZTV (TV) Reno, Curtis I. Kring is ce instead of Claud Scott, substitute Joseph McGillvra Inc. for John E. Pearson Tv Inc., as national representative.

Page 230—Under Television Stations, Pennsylvania, WKJF-TV Pittsburgh, add F. G. Raese, gen. mgr.; change Joseph A. Jenkins to com. mgr., and Herbert A. Waters to local sls. mgr.

Page 273—Under Television Stations, Virginia, WTAR-TV Norfolk, change families in area, grade A and B, to 207,825, and 87,830, respectively.

Page 326—Under Tv Equipment Manufacturers, add TELEVISION SPECIALTIES CORP., 38-09 24 St., L. I. City, N. Y.

Page 348—Under Distributors of Film for Television, add H. KIRK HALPERN ASSOC. 15 E. 40 St., New York, N. Y. Tel.: Murray Hill 6-3714. Service: Distributor of films for tv.

Page 359—Under Television Program Production, add ABNER J. GRESHLER, 324 S. Beverly Drive, Beverly Hills, Calif. Tel.: Crestview 4-5339.

Page 419—Under Television Stations With Newspaper Affiliation, Kansas, add, KEDD (TV) Wichita—licensed to KEDD Inc., *Wichita Beacon* owns 5%.

Page 432—Under Consultants Allied Arts, add MARK HAWLEY ASSOC., 133 E. 54 St., New York 22, N. Y. Tel.: Plaza 1-0450. Mark Hawley, pres. (Tv film program broker.)

Page 432—Under Consultants Allied Arts, add STATION FILMS INC., 30 Rockefeller Plaza, New York 20, N. Y. Tel.: Circle 7-1279. Robert H. Salk, pres., Gloria Wilson, assist, to pres. (Buys films for tv stations.)

Page 434—Under Public Relations and Promotion Services, add EDWARD M. KIRBY, 2210 Cathedral Ave., Washington, D. C. Tel.: Adams 4-7475.

Page 434—Under Surveys and Market Research, add BENSON & BENSON—Princeton, N. J.

IDECO ... the one-contract tower source!

With a single contract you place all of your tower details in experienced hands. Planning and design . . . fabrication . . . foundation and erection . . . equipment installation . . . final inspection . . . complete insurance coverage . . . all these are in the Ideco Tower "package." Here's how you can put the entire responsibility for your tower in one set of capable hands:

PLANNED — Ideco Towers are planned from the ground up . . . wind loading and soil bearing factors are computed for your individual location.

FABRICATED — Ideco Towers are shop-fabricated to close, pre-determined tolerances. All diagonal members are pre-tensioned, eliminating any possibility of inaccurate manual field adjustment.

HOT-DIP — Every part of an Ideco Tower is hot-dip galvanized for complete and lasting rust protection . . . maintenance costs are cut to a minimum.

TRUE — Whether your location calls for a self-supporting or guyed tower, careful Ideco design insures a "true" structure, free from indeterminate stresses . . . a tower that will keep you on the air in any kind of weather.

EQUIPPED — Ideco installs the transmitting system . . . also needed equipment such as lighting, call letters, microwave parabolas, de-icing circuits.

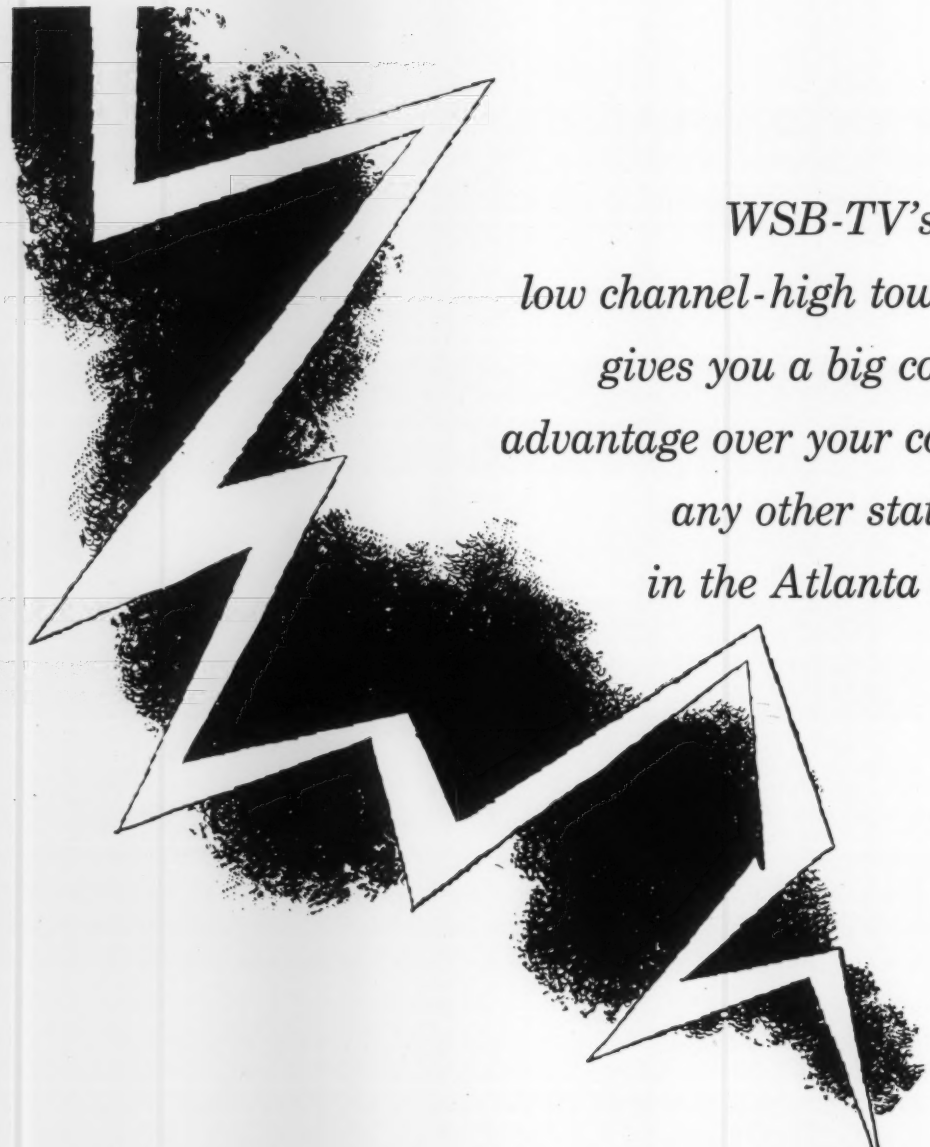
INSPECTED — Ideco engineers make a thorough final inspection . . . stay with the job until you sign on the air. The complete Ideco service assures you a safe tower for the years ahead.

INSURED — Complete insurance coverage protects you throughout the entire tower erection and antenna installation.

Scientific triangular design, pioneered by Ideco, best resists distortion by wind pressure . . . uses fewer members, with less dead weight. Triangular design means only three sides to paint, too.

Tall or short...for TV, Microwave, AM, FM... Ideco Tower know-how keeps you on the air.

IDECO DIVISION, Dresser-Stacey Company
Department T, Columbus 8, Ohio
Branch: Dep't T, 8909 S. Vermont Ave., Los Angeles 44, Calif.



WSB-TV's
low channel-high tower formula
gives you a big coverage
advantage over your competitor on
any other station
in the Atlanta area

One of America's truly great AREA stations

That coveted channel 2 dial spot, plus 100,000 watts power boomed out from a 1062-ft. tower delivers a highly profitable *bonus audience* for advertisers on WSB-TV. Only WSB-TV gives you the *mass circulation* you need if you want to build *mass sales volume* in this fast-growing market. Talk to your Petry man at once.

NBC AFFILIATE

wsb-tv
ATLANTA, GEORGIA

Represented by Petry
Affiliated with The Atlanta Journal and Constitution

TELESTATUS®

Nov. 30, 1953

TV STATIONS ON THE AIR
and Reports of Tv Sets in Their Coverage Areas—

Editor's note: Stations listed here are on the air with regular commercial programming. Each is listed in the city where it is licensed. Stations report set estimates for their coverage areas to B•T on sworn affidavits. If estimates differ among stations in same city, separate figures are shown for each. Since set estimates are from the station any question about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate.

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT (13)		
	WBRC-TV (6)	184,300	.....
Mobile	WALA-TV (10)	39,900	.....
	WKAB-TV (48)	.....	38,450
Montgomery	WCOV-TV (20)	.....	17,100
ARIZONA			
Mesa (Phoenix)	KTYL-TV (12)	71,500	.....
Phoenix	KOOL (10)		
	KOY-TV (10)		
	KPHO-TV (5)	74,500	.....
Tucson	KOPO-TV (13)	.....	.....
	KVOA-TV (4)	17,050	.....
Yuma	KIVA (11)	5,000	.....
ARKANSAS			
Fort Smith	KFSA-TV (22)	.....	13,440
Little Rock	KRTV (17)	.....	41,000
CALIFORNIA			
Bakersfield	KERO-TV (10)	74,925	.....
	KAFY-TV (29)	.....	45,550
Chico	KHSL-TV (12)	27,864	.....
Eureka	KIEM-TV (3)	.....	.....
Fresno	KJEO (47)	.....	.....
	KMJ-TV (24)	.....	58,419
Los Angeles	KECA-TV (7)		
	KHJ-TV (9)		
	KLAC-TV (13)		
	KNBH (4)		
	KNXT (2)		
	KTLA (5)		
	KTTV (11)	1,707,420	.....
	KTHE (28)	.....	.....
Monterey	KMBY-TV (8)	183,954	.....
Sacramento	KCCC-TV (40)	.....	28,650
Salinas	KSBW-TV (8)	180,506	.....
San Diego	KFMB-TV (8)		
	KFSD-TV (10)	206,382	.....
San Francisco	KGO-TV (7)		
	KPIX (5)		
San Luis Obispo	KRON-TV (4)	780,000	.....
	KVEC-TV (6)	56,821	.....
Santa Barbara	KEYT (3)	371,332	.....
Tulare (Fresno)	KCOK-TV (27)	.....	.....
COLORADO			
Colorado Springs	KKTV (11)	34,691	.....
	KRDO-TV (13)	31,000	.....
Denver	KBTV (9)		
	KFEL-TV (2)		
	KLZ-TV (7)	180,825	.....
Pueblo	KCSJ-TV (5)	34,500	.....
	KDZA-TV (3)	35,000	.....
CONNECTICUT			
Bridgeport	WICC-TV (43)	.....	35,479
New Britain	WKNB-TV (30)	.....	100,381
New Haven	WNHC-TV (8)	635,190	.....
Waterbury	WATR-TV (53)	.....	86,800
DELAWARE			
Wilmington	WDEL-TV (12)	159,939	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV (7)	477,143	.....
	WNBW (4)	559,000	.....
	WTOP-TV (9)		
	WTTG (5)	477,143	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV (23)	.....	85,926
Jacksonville	WMBR-TV (4)	175,000	.....
Miami	WTVJ (4)	201,000	.....
Pensacola	WPFA (15)	.....	.....
St. Petersburg	WSUN-TV (38)	.....	50,000
West Palm Beach	WIRK-TV (21)	.....	17,447
GEORGIA			
Atlanta	WAGA-TV (5)		
	WLWA (8)		
	WSB-TV (2)	330,000	.....
Columbus	WDAK-TV (28)	.....	13,000
	WRBL-TV (4)	.....	.....
Macon	WMAZ-TV (13)	55,000	.....
	WETV (47)	.....	24,544
Rome	WROM-TV (9)	75,500	.....
IDAHO			
Boise	KIDO-TV (7)	10,900	.....
Pocatello	KWIK-TV (10)	.....	.....
ILLINOIS			
Belleville (St. Louis, Mo.)	WTVI (54)	.....	127,000
Bloomington	WBLN (15)	.....	.....
Champaign	WCIA (3)	.....	.....
Chicago	WBBM-TV (2)		
	WBKB (7)		
	WGN-TV (9)		
	WNBQ (5)	1,575,000	.....
Decatur	WTVP (17)	.....	86,700
Peoria	WEEK-TV (43)	.....	106,405
	WTVH-TV (19)	.....	87,000
Quincy	WGEM-TV (10)	76,000	.....
Rockford	WREX-TV (13)	133,854	.....
	WTVO (39)	.....	51,000
Rock Island (Davenport, Moline)	WHBF-TV (4)	217,000	.....
Springfield	WICS (TV) (20)	.....	21,000
INDIANA			
Bloomington	WTTV (4)	285,000	.....
Evansville	WFIE (62)	.....	25,000
Fort Wayne	WKJG-TV (33)	.....	.....
Indianapolis	WFBM-TV (6)	401,000	.....
Lafayette	WFAM-TV (59)	.....	32,425
Muncie	WLBC-TV (49)	.....	47,800
South Bend	WSBT-TV (34)	.....	82,397
IOWA			
Ames	WOI-TV (5)	152,654	.....
Cedar Rapids	KCRI-TV (9)		
	WMT-TV (2)	185,000	.....
Davenport (Moline, Rock Island)	WOC-TV (5)	215,000	.....
Des Moines	KGTV (17)	.....	.....
Sioux City	KVTV (9)	80,000	.....
KANSAS			
Hutchinson	KTVH (12)	67,427	.....
Topeka	WIBW-TV (13)	39,633	.....
Wichita	KEDD (16)	.....	40,103
KENTUCKY			
Henderson	WEHT (50)	.....	24,555
Louisville	WAVE-TV (3)	302,251	.....
	WHAS-TV (11)(b)	.....	.....
	WKLO-TV (21)	.....	27,340
LOUISIANA			
Baton Rouge	WAFB-TV (28)	.....	36,100
Lake Charles	KTAG (25)	.....	.....
Monroe	KNOE-TV (8)	77,550	.....
	KFAZ (43)	.....	15,160
New Orleans	WDSU-TV (6)	218,184	.....
	WJMR-TV (61)	.....	56,443
MAINE			
Bangor	WABI-TV (5)	46,000	.....
Portland	WPMT (53)	.....	19,500
MARYLAND			
Baltimore	WAAM (13)		
	WBAL-TV (11)		
	WMAR-TV (2)	516,505	.....
MASSACHUSETTS			
Boston	WBZ-TV (4)	1,117,271	.....
	WNAC-TV (7)	1,103,507	.....
Cambridge (Boston)	WTAO-TV (56)	.....	63,700
Springfield	WHYN-TV (55)		
	WWLP (61)	.....	75,000
MICHIGAN			
Ann Arbor	WPAG-TV (20)	.....	13,500
Battle Creek	WBKZ-TV (64)	.....	55,924
Detroit	WJBK-TV (2)	1,000,000	.....
	WWJ-TV (4)	1,100,000	.....
	WXYZ-TV (7)	1,128,632	.....
Flint	WTAC-TV (16)	.....	.....
Grand Rapids	WOOD-TV (8)	265,135	.....
Kalamazoo	WKZO-TV (3)	314,061	.....
Lansing	WJIM-TV (6)	231,000	.....
	WILS-TV (54)	.....	17,000
Saginaw	WKNX-TV (57)	.....	50,300
MINNESOTA			
Austin	KMMT (6)	64,421	.....
Duluth	WFTV (38)	.....	32,784
Minneapolis (St. Paul)	WCCO-TV (4)		
	WTCN-TV (11)	401,200	.....
St. Paul (Minneapolis)	KSTP-TV (5)	405,300	.....
	WMIN-TV (11)	395,220	.....
Rochester	KROC-TV (10)	48,000	.....
MISSISSIPPI			
Jackson	WJTV (25)	.....	24,103
Meridian	WTOK-TV (11)	13,400	.....

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

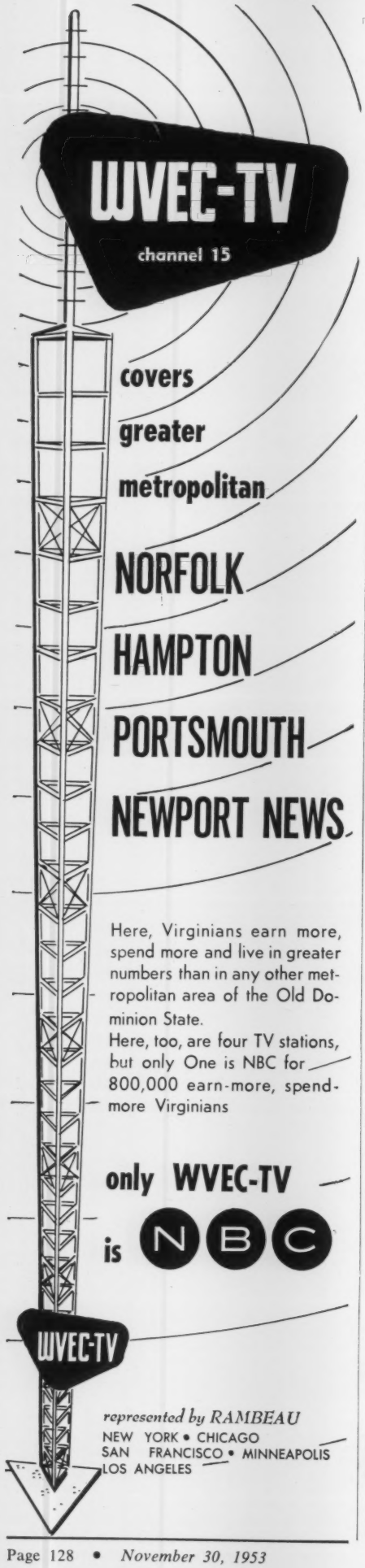
306,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why **KRLD-TV** is your best buy

Channel 4 Represented by The BRANHAM Company



FOR THE RECORD

City	Outlets on Air and Channnel	Sets in Station Area vhf	uhf
MISSOURI			
Festus	KACY (14)	.....	.....
Hannibal (Quincy, Ill.)	KHQA-TV (7)	77,600	.....
Kansas City	KCMO-TV (5)		
	KMBC-TV (9)		
	WDAF-TV (4)		
	WHB-TV (9)	338,699	.....
	KCTY (25)	.....	51,363
St. Joseph	KFEQ-TV (2)	81,879	.....
St. Louis	KSD-TV (5)	555,914	.....
	KSTM-TV (36)	.....	132,000
	WTVI (54) (See Belleville, Ill.)		
Springfield	KTTS-TV (10)	35,905	.....
	KYTV (3)	31,300	.....
MONTANA			
Billings	KOOK-TV (2)	.....	.....
Butte	KOPR-TV (4)		
	KXLF-TV (6)	4,000	.....
NEBRASKA			
Lincoln	KFOR-TV (10)	63,000	.....
	KOLN-TV (12)	62,834	.....
Omaha	KMTV (3),		
	WOW-TV (6)	206,907	.....
NEVADA			
Las Vegas	KLAS-TV (8)	13,401	.....
Reno	KZTV (8)	6,072	.....
NEW JERSEY			
Atlantic City	WFPG-TV (46)	.....	15,165
Newark (New York City)	WATV (13)	3,520,000	.....
NEW MEXICO			
Albuquerque	KGGM-TV (13)		
	KOAT-TV (7)		
	KOB-TV (4)	32,333	.....
Roswell	KSWS-TV (8)	12,093	.....
NEW YORK			
Albany	WROW-TV (41)	.....	53,000
Binghamton	WNBF-TV (12)	182,000	.....
Buffalo	WBEN-TV (4)	365,004	.....
	WBES-TV (59)		
	WBUF-TV (17)	.....	82,071
Elmira	WECT (18)	.....	20,440
	WTVE (24)	.....	20,142
New York	WABC-TV (7)		
	WABD (5)		
	WCBS-TV (2)		
	WNBT (4)		
	WOR-TV (9)		
	WPIX (11)	4,101,000	.....
Rochester	WHAM-TV (6)		
	WHEC-TV (10		
	WVET-TV (10)	190,000	.....
Schenectady	WRGB (6)	290,500	.....
Syracuse	WHEN (8)		
	WSYR-TV (3)	268,275	.....
Utica	WKTV (13)	127,000	.....
NORTH CAROLINA			
Asheville	WISE-TV (62)	.....	13,200
Charlotte	WBTV (3)	365,301	.....
Greensboro	WFMY-TV (2)	191,383	.....
Raleigh	WNAO-TV (28)	.....	42,800
Winston-Salem	WSJS-TV (12)	155,250	.....
	WTOB-TV (26)	.....	.....
NORTH DAKOTA			
Fargo	WDAY-TV (6)	19,800	.....
Minot	KCJB-TV (13)	11,654	.....
OHIO			
Akron	WAKR-TV (49)	.....	36,916
Ashtabula	WICA-TV (15)	.....	.....
Cincinnati	WCPO-TV (9)		
	WKRC-TV (12)		
	WLWT (5)	450,000	.....
Cleveland	WEWS (5)		
	WNBK (4)		
	WXEL (9)	810,361	.....
Columbus	WBNS-TV (10)		
	WLWC (4)	307,000	.....
	WTVN (6)	306,950	.....
Dayton	WHIO-TV (7)		
	WLWD (2)	300,000	.....
	WIFE (TV) (22)	.....	27,300
Lima	WLOK-TV (73)	21,630	.....
Toledo	WSPD-TV (13)	228,000	.....
Youngstown	WFMJ-TV (73)		
	WKBN-TV (27)	.....	105,000
Zanesville	WHIZ-TV (50)	.....	15,352
OKLAHOMA			
Lawton	KSWO-TV (7)	32,140	.....
Okla. City	WKY-TV (4)	232,310	.....
	KLPR-TV (19)		
	KTVQ (25)	.....	49,272
Tulsa	KOTV (6)	165,340	.....
OREGON			
Medford	KBES-TV (5)	.....	.....
Portland	KOIN-TV (6)	125,000	.....
	KPTV (27)	.....	113,711
PENNSYLVANIA			
Altoona	WFBG-TV (10)	346,462	.....
Bethlehem	WLEV-TV (51)	.....	34,278
Chambersburg	WCHA-TV (46)	.....	.....
Easton	WGLV (57)	.....	47,788
Erie	WICU (12)	198,500	.....
Harrisburg	WHP-TV (55)		
	WTPA (71)	.....	78,300
Johnstown	WJAC-TV (6)	707,722	.....
	WARD-TV (56)	.....	.....
Lancaster	WGAL-TV (8)	240,936	.....
Lebanon	WLBR-TV (15)	.....	100,800
New Castle	WKST-TV (45)	.....	68,300
Philadelphia	WCAU-TV (10)	1,592,000	.....
	WFIL-TV (6)	1,597,057	.....
	WPTZ (3)	1,724,329	.....
Pittsburgh	WDTV (2)	770,000	.....
	WENS (16)	.....	132,936
	WKJF-TV (53)	.....	125,000
Reading	WEEU-TV (33)	.....	54,620
	WHUM-TV (61)	.....	127,359
Scranton	WGBI-TV (22)	.....	92,500
	WTVU (73)	.....	150,436
Wilkes-Barre	WBRE-TV (28)	.....	112,800
	WILK-TV (34)	.....	120,500
York	WSBA-TV (43)	.....	76,100
RHODE ISLAND			
Providence	WJAR-TV (10)	1,080,413	.....
SOUTH CAROLINA			
Charleston	WCSC-TV (5)	43,807	.....
Columbia	WIS-TV (10)	.....	.....
	WCOS-TV (25)	.....	30,221
	WNOK-TV (67)	.....	30,000
Greenville	WGVL (23)	.....	32,771
SOUTH DAKOTA			
Sioux Falls	KELO-TV (11)	42,137	.....
TENNESSEE			
Johnson City	WJHL-TV (11)	30,166	.....
Knoxville	WROL-TV (6)	40,178	.....
	WTSK-TV (26)	.....	.....
Memphis	WHBQ-TV (13)		
	WMCT (5)	228,654	.....
Nashville	WSM-TV (4)	128,838	.....
TEXAS			
Abilene	KRBC-TV (9)	17,010	.....
Amarillo	KFDA-TV (10)	33,898	.....
	KGNC-TV (4)	35,118	.....
Austin	KTBC-TV (7)	50,616	.....
Dallas	KRLD-TV (4)		
	WFAA-TV (8)	306,000	.....
El Paso	KROD-TV (4)	33,692	.....
	KTSM-TV (9)	30,788	.....
Ft. Worth	WBAP-TV (5)	295,095	.....
Galveston	KGUL-TV (11)	235,000	.....
Harlingen	KGBS-TV (4)	25,500	.....
Houston	KPRC-TV (2),		
	KUHT (8)	276,000	.....
	KNUZ-TV (39)	.....	40,254
Longview	KTVE (32)	.....	16,100
Lubbock	KCBD-TV		
	KDUB-TV (13)	35,739	.....
San Angelo	KTXL-TV (8)	14,077	.....
San Antonio	KEYL (5),		
	WOAI-TV (4)	167,789	.....
Temple	KCEN-TV (6)	45,752	.....
Texarkana	KCMC-TV (6)	40,112	.....
Tyler	KETX (19)	.....	8,000
Waco	KANG-TV (34)	.....	14,720
Wichita Falls	KFDX-TV (3)		
	KWFT-TV (6)	42,250	.....
UTAH			
Salt Lake City	KDYL-TV (4),		
	KSL-TV (5)	145,200	.....
VIRGINIA			
Hampton (Norfolk)	WVEC-TV (15)	.....	52,000
Harrisonburg	WSVA-TV (3)	61,290	.....
Lynchburg	WLVA-TV (13)	84,706	.....
Newport News	WACH (33)	.....	.....
Norfolk	WTAR-TV (4)	202,600	.....
	WVEC-TV (15) (See Hampton)		
Richmond	WTVR (6)	179,537	.....
Roanoke	WSLS-TV (10)	102,928	.....
WASHINGTON			
Bellingham	KVOS-TV (12)	29,757	.....
Seattle	KING-TV (5)	305,700	.....
Spokane	KHQ-TV (6)		
	KXLY-TV (4)	42,779	.....
Tacoma	KMO-TV (13)		
	KTNT-TV (11)	305,700	.....
Yakima	KIMA-TV (27)	.....	10,098
WEST VIRGINIA			
Charleston	WKNA-TV (49)	.....	13,500
Huntington	WSAZ-TV (3)	237,900	.....
Parkersburg	WTAP (15)	.....	13,300
Wheeling	WTRF-TV (7)	445,190	.....
WISCONSIN			
Green Bay	WBAY-TV (2)	176,223	.....
Madison	WKOW-TV (27)		
	WMTV (33)	.....	24,500
Milwaukee	WTMJ-TV (4)	609,582	.....
	WCAN-TV (25)	.....	156,000
	WOKY-TV (19)	.....	160,000
Oshkosh	WOSH-TV (48)	.....	9,500
ALASKA			
Anchorage	KFIA (2)	.....	.....
CANADA			
Montreal	CBFT (2)	86,800	.....
Ottawa	CBOT (4)	10,100	.....
Sudbury	CKSO (5)	1,900	.....
Toronto	CBLT (9)	222,500	.....

Hoosier con Pollo

■ When Harry Martin (he's the bird on the right) started billing and cooing about a certain kind of chicken feed, the distributor gave him a clutch of White Rocks and Rhode Island Reds. This was not an act of subversion, but a tribute to his husbandry. Martin is a farm editor who was born on a farm, well aware that pollos (chickens) eat until they're eaten. When Martin says that chickens go for Blank feed, they go for Blank feed.

It would take a Wabash Indian to claim earlier roots in Indiana. Harry was born on a farm which was bought from the government by one of Martin's ancestors in 1826, ten years after Indiana became a state. Pioneering's in his blood: Harry began the first regular farm tv program in Indiana, did the first live studio demonstration commercials (in Indiana, both for WFBM-TV) and, some years earlier, was the only male member of his high school graduating class not on the basketball team.

Never one to hang around cocktail bars and live on potato chips, Harry's ruddy look is honestly come by. As befits the man who plows a full schedule of farm programs on WFBM, originates agricultural news reports for CBS, handles weather reports, a travelogue series, and a mail bag program on WFBM-TV, Harry commutes to his little acres fifteen miles outside Indianapolis, where he raises rutabagas, Indiana limestone and, with the help of his wife, children (Judy, 9; Debby, 6; Danny, 3).

In his spare time (for fun) Harry studies Spanish.

"Say something for us in Spanish, Harry," we suggested.

"Una imagen en television vale por 10,000 palabras except when its on radio," he replied.

That's our Harry, in there selling every minute.

WFBM WFBM-TV

INDIANAPOLIS • CBS RADIO

Represented Nationally by the Katz Agency

Affiliated with **WEOA**, Evansville; **WFDF**, Flint; **WOOD AM & TV**, Grand Rapids

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
	HAWAII		
Honolulu	KGMB-TV (9) KONA (11)	35,000	.....
	MEXICO		
Matamoros (Brownsville, Tex.)	XELD-TV (7)	31,200	.....
Tijuana (San Diego)	XETV (6)	213,175	.....

Total Stations on Air 319 *; Total Cities with Stations on Air 210 *; Total Sets in Use 27,478,000

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KTHE Los Angeles and KUHT Houston.

(a) Figure does not include 177,486 sets which station reports it serves in Canada.

(b) Number of sets not currently reported. Last report was 205,544 on July 10, 1953.

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS page 127

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, WJLN-TV (48), 12/10/52—Unknown.
Birmingham, WSGN-TV (42), 12/18/52—Unknown.
Decatur, WMSL-TV (23), 12/26/53-2/1/54.
Montgomery, **Montgomery Bcstg. Co.** (12), Initial Decision 10/7/53.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53-March '54, Petry.
Little Rock, KETV (TV) (23), 10/30/53—Unknown.
Pine Bluff, **KATV** (TV) (7), 6/18/53-12/15/53, Avery-Knodel.

CALIFORNIA

Berkeley-San Francisco, KQED (TV) (*9), 7/24/53-January '54.
Corona, **KCOA (TV)** (52), 9/16/53—Unknown.
Fresno, **KBID (TV)** (53), 8/12/53—Unknown, Meeker.
Los Angeles, **KBIC-TV** (22), 12/10/52-Late '53.
Merced, **KMER (TV)** (34), 9/16/53—Unknown.
Sacramento, **KBIK-TV** (46), 6/26/53-Fall '53.
Sacramento, **McClatchy Bcstg. Co.** (10), Initial Decision 11/6/53.
Salinas, KICU (TV) (28), 1/15/53-Fall '53.
San Bernardino, KITO-TV (18), 11/6/52-Fall '53, Hollingbery.
San Bernardino, **Orange Belt Telecasters** (30), Initial Decision 9/18/53.
San Francisco, **KBAY-TV** (20), 3/11/53-Nov. '53 (granted STA Sept. 15).
San Francisco, KSAN-TV (32), 4/29/53-Jan. 54, McGillvra.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

San Jose, **KVIE (TV) (48), 6/17/53-Oct. 54.**
San Jose, **Standard Radio & Television Co.** (11), Initial Decision 11/18/53.
Stockton, **KTVU (TV)** (36), 1/8/53-12/15/53, Hollingbery.
Yuba City, KAGR-TV (52), 3/11/53—Unknown.

COLORADO

Denver, KDEN (TV) (26), 7/11/52—Unknown.
Denver, KIRV (TV) (20), 9/18/52—Unknown.
Denver, **KOA-TV** (4), 9/9/53-12/25/53, NBC, Petry.
Denver, **KRMA-TV** (*6), 7/1/53—1954.
Grand Junction, KFXJ-TV (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, WCTB (TV) (*71), 1/29/53—Unknown.
Bridgeport, WSJL (TV) (49), 8/14/52—Unknown.
Hartford, **General Times Tv Corp.** (18), 10/21/53—Unknown.
Hartford, WEDH (TV) (*24), 1/29/53—Unknown.
New Haven, WELI-TV (59), 6/24/53—Summer '54, H-R Television.
New London, WNLC-TV (26), 12/31/52-Dec. '53—Headley-Reed Tv
Norwich, **WCTN (TV) (*63), 1/29/53—Unknown.**
Stamford, **WSTF (TV)** (27), 5/27/53—Unknown.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.
Wilmington, **WILM-TV** (83), 10/14/53—Unknown.

FLORIDA

Fort Myers, **WINK (TV)** (11) 3/11/53-Dec. '53, Weed Tv.
Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, **WOBS-TV** (30), 8/12/53-Apr. '54, Stars National.
Lakeland, WOTV (TV) (16), 12/31/52—Unknown.
Miami, **Lindsay Hopkins Vocational School** (*2), 11/12/53-Unknown.
Orlando, **WDBO-TV** (6), 10/14/53-Apr. '54, CBS, Blair-Tv.
Panama City, **WJDM (TV)** (7), 3/11/53-Dec. '53, ABC, Hollingbery.
Pensacola, **WEAR-TV** (3), 6/3/53-12/15/53, CBS, Hollingbery.
Tampa, WFLA-TV (8), Initial Decision 7/13/53-Early '54, NBC, Blair-Tv.
West Palm Beach, **Palm Beach Television Inc.** (5), 11/4/53-6/1/54.

GEORGIA

Atlanta, **WQXI-TV** (36), 11/19/53-Summer '54.
Augusta, WRDW-TV (12), 9/16/53-2/1/54, CBS, Headley-Reed.
Savannah, **WTOC-TV** (11), 6/26/53-3/1/54, CBS, Katz.
Valdosta, **WGOV-TV** (37), 2/26/53-Feb. '54, Stars National.

IDAHO

Boise-Meridian, KBOI (TV) (2), 5/14/53-11/27/53 (granted STA Sept. 29).
Boise, KTVI (TV) (9), 1/15/53-October '54, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53-12/1/53, CBS, NBC, Gill-Perna.
Idaho Falls, KIFT (TV) (8), 2/26/53-12/1/53, ABC Hollingbery.
Meridian-Boise, KBOI (TV) (2), 5/14/53-11/27/53 (granted STA Sept. 29).
Nampa, **KFXD-TV** (6), 3/11/53—Unknown, Hollingbery.
Pocatello, KISJ (TV) (6), 2/26/53—Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53-5/1/54, ABC, Hollingbery.

ILLINOIS

Champaign, **U. of Illinois** (*12), 11/4/53—Unknown.
Champaign, **WCUI (TV)** (21), 7/22/53—Unknown.
Chicago, **Chicago Educational Tv Assn.** (*11), 11/5/53—Unknown.
Chicago, WHFC-TV (26), 1/8/53—Unknown.
Chicago, WIND-TV (20), 3/19/53—Unknown.
Danville, WDAN-TV (24), 12/10/52—Unknown, Everett-McKinney.
Evanston, **WTLE (TV)** (32), 8/12/53—Unknown.
Harrisburg, WSIL-TV (22), 3/11/53-Nov. '53.
Joliet, **WJOL-TV** (48), 8/21/53-Unknown.

INDIANA

Elkhart, **WSJV (TV)** (52), 6/3/53-Feb. '54.
Fort Wayne, **Anthony Wayne Bcstg.** (69), Initial Decision 10/27/53.
Indianapolis, WJRE (TV) (26), 3/26/53—Unknown.
Indianapolis, **WNES (TV)** (67), 3/26/53-Unknown.
Marion, WMRI-TV (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-12/15/53, Walker.
Terre Haute, **WTHI-TV** (10), 10/7/53—Unknown.
Waterloo, **WINT (TV)** (15), 4/6/53-12/15/53.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

IOWA

Cedar Rapids, **KEYC (TV)** (20), 7/30/53-Unknown.
Des Moines, **WHO-TV** (13), 9/2/53-Spring '54.
Mason City, **KGLO-TV** (3), 10/14/53-Spring '54, CBS, DuM, Weed.
Sioux City, **KCTV (TV)** (36), 10/30/52—Unknown.

KANSAS

Manhattan, KSAC-TV (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-12/13/53, NBC, CBS, DuM, Katz.
Topeka, **Alf M. Landon** (42), 11/5/53—Unknown.
Wichita, **KAKE Bcstg. Co.** (10), Initial Decision 10/30/53.

KENTUCKY

Ashland, **WPTV (TV)** (59), 8/14/52—Unknown, Petry.
Louisville, **WLOU-TV** (41), 1/15/53-Jan. '54.
Newport, **Tri-City Bcstg. Co.** (74), Initial Decision 11/20/53.
Paducah, **WTLK (TV)** (43), 9/16/53—Unknown.

LOUISIANA

Alexandria, KSPJ (TV) (62), 4/2/53—Unknown.
Baton Rouge, KHTV (TV) (40), 12/18/52—Unknown.
Lafayette, **KVOL-TV** (10), 9/16/53-3/15/54 (share time with KLFY-TV).
Lafayette, **KLFY-TV** (10), 9/16/53—Unknown (share time with KVOL-TV).
Lake Charles, **Calcasieu Bcstg. Co.** (7), 11/12/53-Unknown.
New Orleans, **WCKG (TV)** (26), 4/2/53—Late Winter '54, Gill-Perna.
New Orleans, WCNO-TV (32), 4/2/53-1/1/54.
New Orleans, WTLO (TV) (20), 2/26/53—Unknown.
Shreveport **KSLA (TV)** (12), 9/19/53-12/15/53, NBC, CBS, Raymer.

MAINE

Poland, **WMTW (TV)** (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-12/1/53, NBC, Weed Tv.
Portland, **Guy Gannett Bcstg. Service** (13), 11/19/53-Spring '54, Avery-Knodel.

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54, Forjoe.
Cumberland, **WTBO-TV** (17), 11/12/53-Summer '54.
Frederick, **WFMD-TV** (62), 10/24/52—Winter '54.
Salisbury, **WBOC-TV** (16), 3/11/53-12/25/53.

MASSACHUSETTS

Boston, WBOS-TV (50), 3/26/53—Unknown.
Boston, WGBH-TV (*2), 7/16/53-10/1/54.
Boston, **WJDW (TV)** (44), 8/12/53—Unknown.
Brockton, **WHEF-TV** (62), 7/30/53-Fall '54.
Lawrence, **WGIM (TV)** (72), 6/10/53—Unknown.
New Bedford, **WTEV (TV)** (28), 7/11/52-Fall '53, Walker.
North Adams, **WMGT (TV)** (74), 2/18/53-12/25/53, Walker.
Pittsfield, **Western Massachusetts Bcstg. Co.** (6), 11/12/53-Unknown.
Worcester, **WAAB-TV** (20), 8/12/53-Spring '54, Hollingbery.
Worcester, **WWOR-TV** (14), 6/18/53-12/4/53, ABC, DuM, Raymer (began tests Nov. 16).

MICHIGAN

Ann Arbor, **WUOM-TV** (*26), 11/4/53—Unknown.
Battle Creek, **WBCK-TV** (58), 11/20/52-January '54, Headley-Reed.
Bay City, **WNEM-TV** (5), 9/2/53—Fall '53.
Benton Harbor, WHFB-TV (42), 2/26/53—Unknown.
Cadillac, **WWTV (TV)** (13), 4/8/53-12/15/53, CBS, ABC, DuM, Weed (granted STA Sept. 29).
Detroit, **UAW-CIO Bcstg. Corp.** (62), 11/19/53—Unknown.
East Lansing, WKAR-TV (*60), 10/16/52-1/1/54.
Flint, WCTF (TV) (28), 7/11/52-Unknown.
Flint **WFDF-TV** (12), Initial Decision 5/11/53.
Jackson, WIBM-TV (48), 11/20/52-12/8/53, Forjoe.
Muskegon, WTVM (TV) (35), 12/23/52—Unknown.
Saginaw, **WSBM-TV** (51), 10/29/53—Unknown.

MINNESOTA

St. Cloud, **WJON-TV** (7), 1/23/53-2/28/54, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53—Unknown.

MISSISSIPPI

Columbus, WCBI-TV (28), 3/11/53—Unknown.
Gulfport, WGCM-TV (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed Tv.
Jackson, **WJDT (TV)** (3), 8/27/53-12/15/53, NBC, Hollingbery (granted STA Oct. 19).
Meridian, **WCOC-TV** (30), 12/23/52—Unknown.

MISSOURI

Cape Girardeau, **KFVS-TV** (12), 10/14/53—Unknown.
Cape Girardeau, KGMO-TV (18), 4/16/53—Unknown.
Clayton, KFUO-TV (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-12/15/53, ABC, CBS, DuM, NBC, H-R Television.
St. Louis, KETC (TV) (*9), 5/7/53—Unknown (granted STA Aug. 12).
St. Louis, WIL-TV (42), 2/12/53—Late '53.
Sedalia, KDRO-TV (6), 2/26/53-1/1/54.

MONTANA

Billings, **KRHT (TV)** (8), 1/15/53-Fall '53.
Great Falls, **KFBB-TV** (5), 1/15/53-Early '54, CBS, Weed Tv.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, CBS, Gill-Perna.

WSYR-TV

Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band V.H.F. Station in Central New York

Headley-Reed National Representatives

NBC Affiliate

WSYR-TV

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

NEBRASKA

Kearney, KHOL-TV (13), 7/22/53-12/10/53, CBS, DuM, Meeker (granted STA Oct. 29).

NEW HAMPSHIRE

Keene, WKNE-TV (43), 4/22/53—Unknown.
Manchester, WMUR-TV (9), 8/26/53-2/1/54.
Mt. Washington, WMTW (TV) (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, WRTV (TV) (58), 10/2/52-Dec. '53 (tests due Dec. 1).
Atlantic City, WOCN (TV) (52), 1/8/53—Unknown.
New Brunswick, WDHN (TV) (47), 4/2/53—Unknown.
New Brunswick, WTLV (TV) (*19), 12/4/52—Unknown.
Trenton, WTTM-TV (41), 7/16/53—Unknown.

NEW MEXICO

Clovis, KNEW (TV) (12), 3/4/53—Unknown.

NEW YORK

Albany, WPTR (TV) (23), 6/10/53—Unknown.
Albany, WTVZ (TV) (*17), 7/24/52—Unknown.
Binghamton, WQTV (TV) (*46), 8/14/52—Unknown.
Buffalo, WTVF-TV (*23), 7/24/52—Unknown.
Ithaca, WHCU-TV (20), 1/8/53-Nov. '54, CBS.
Ithaca, WIET (TV) (*14), 1/8/53—Unknown.
Jamestown, WJTN-TV (58), 1/23/53—Unknown.
Kingston, WKNY-TV (66), 1/23/53—Jan. '54, NBC, CBS, DuM, Meeker.
New York, WGTV (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, WEOK-TV (21), 11/26/52—Jan. '54.
Rochester, WRNY-TV (27), 4/2/53—Unknown.
Rochester, WROH (TV) (*21), 7/24/52—Unknown.
Rochester, WCBF-TV (15), 6/10/53—Unknown.
Schenectady, WTRI (TV) (35), 6/11/53-1/15/54.
Syracuse, WHTV (TV) (*43), 9/18/52—Unknown.
Utica, WFRB (TV) (19), 7/1/53—Unknown.
Watertown, WWNY-TV (48), 12/23/52—Unknown, Weed Tv.

NORTH CAROLINA

Chapel Hill, WUNC-TV (*4) 9/30/53—Sept. '54.
Charlotte, WAYS-TV (36), 2/26/53-12/15/53, ABC, Bolling.
Durham, WCIG-TV (46), 2/26/53-Unknown, DuM, NBC, H-R Television.
Goldsboro, WTVX (TV) (34), 9/30/53—Unknown.
Greensboro, WCOG-TV (57), 11/20/52-Unknown, ABC, Bolling.
Greenville, WNCT (TV) (9), 3/11/53-12/1/53, CBS, DuM, Pearson.
Mount Airy, WPAQ-TV (55), 3/11/53—Fall '53, Clark.
Wilmington, WMFD-TV (6), 7/30/53—Spring '54.

NORTH DAKOTA

Bismarck, KFYR-TV (5), 3/4/53-12/1/53, Blair Tv (granted STA Oct. 28).
Valley City, KXJB-TV (4), 8/5/54—Early '54, Weed Tv.

OHIO

Cincinnati, WCIN-TV (54), 5/14/53-Spring '54.
Cleveland, WERE-TV (65), 6/18/53—Fall '53.
Cleveland, United Bcstg. Co. (19), Initial Decision 10/15/53.
Columbus, WOSU-TV (*34), 4/22/53—Unknown.
Lima, WIMA-TV (35), 12/4/52-Spring '54, Weed Tv.
Massillon, WMAC-TV (23), 9/4/52-1/1/54, Petry.
Steubenville, WSTV-TV (9), 8/12/53-12/10/53, CBS, Avery-Knodel (granted STA Sept. 16).
Youngstown, WUTV (TV) (21), 9/25/52-1/1/54, Petry.

OKLAHOMA

Miami, KMIV (TV) (58), 4/22/53—Unknown.
Oklahoma City, KWTV (TV) (9), 7/22/53-12/15/53, CBS, Avery-Knodel (granted STA Nov. 13).
Tulsa, KCEB (TV) (23), 2/26/53-12/15/53, Bolling.

OREGON

Eugene-Springfield, KTVF (TV) (20), 2/11/53—Unknown.
Eugene, Eugene Tv Inc. (13), 5/14/53-February '54, Hollingbery.
Portland (Ore.)-Vancouver (Wash.), KVAN-TV (21), Initial Decision 6/18/53.
Portland, Oregon Television Inc. (12), Initial Decision 11/10/53.
Salem, KPIC (TV) (24), 12/9/53-12/15/53 (granted STA Aug. 4).
Salem, KSLM-TV (3), 9/30/53—Unknown.
Springfield-Eugene, KTVF (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, WFMZ-TV (67), 7/16/53—Early '54.
Allentown, WQCY (TV) (39), 8/12/53—Unknown.
Erie, Great Lakes Tv Co. (35), 10/14/53—Unknown.
Harrisburg, WCMB-TV (27), 7/24/53-12/15/53—Cooke.
Hazleton, WAZL-TV (63), 12/18/52—Unknown, Meeker.
Lancaster, WWLA (TV) (21), 5/7/53—Late '53, Taylor.
Lewistown, WMRF-TV (38), 4/2/53—Unknown.
Philadelphia, WIBG-TV (23), 10/21/53-Unknown.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS • RADIO STATIONS
50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Philadelphia, WIP-TV (29), 11/26/52—Unknown.
Pittsburgh, WQED (TV) (*13), 5/14/53-1/1/54 (granted STA Oct. 14).
Pittsburgh, WTVQ (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, WARM-TV (16), 2/26/53-12/1/53, Hollingbery.
Williamsport, WRAK-TV (36), 11/13/52—Unknown.

RHODE ISLAND

Providence, WNET (TV) (16), 4/8/53—Unknown.
Providence, WPRO-TV (12), 9/2/53—Unknown, Blair Tv (granted STA Sept. 23).

SOUTH CAROLINA

Aiken, WAKN-TV (54), 10/21/53—Unknown.
Anderson, WAIM-TV (40), 9/30/53—Unknown.
Camden, WACA-TV (15), 6/3/53—Jan. '54.
Greenville, WGCT (TV) (4), 7/30/53-12/15/53, Weed.
Greenwood, WCRS-TV (21), 4/8/53—Unknown.
Spartanburg, WSCV (TV) (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, WOUC (TV) (49), 8/21/52—Unknown, Pearson.
Chattanooga, WTVT (TV) (43), 8/21/52—Unknown.
Nashville, WSIX-TV (8), 7/30/53-11/29/53, CBS, Hollingbery (granted STA Sept. 9).
Old Hickory, WLAC-TV [Nashville] (5), 8/5/53-1/1/54.

TEXAS

Amarillo, Plains Empire Bcstg. Co. (7), Initial Decision 11/9/53.
Beaumont, KBMT (TV) (31), 12/4/52—Fall '53, Taylor.
Beaumont, KTRM-TV (6), Initial Decision 7/22/53.
Dallas, KDTX (TV) (23), 1/15/53—Unknown.
Dallas, KLIF-TV (29), 2/12/53—Unknown.
El Paso, KEPO-TV (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, KTCO (TV) (20), 3/11/53—Unknown.
Houston, KTVP (TV) (23), 1/8/53—Unknown.
Houston, KXYZ-TV (29), 6/18/53—Unknown.
Lubbock, KFYO-TV (5), 5/7/53—Late '53, Taylor.
Lufkin, KTRE-TV (9), 3/11/53—1954, Taylor.
Marshall, KMSL (TV) (16), 6/25/53—Unknown.
Midland, KMID (TV) (2), 7/1/53-12/6/53, Taylor.
San Antonio, KALA (TV) (35), 3/26/53—Unknown.
San Juan, WKAQ-TV (2), 7/24/52-1954, Inter-American.
Sherman, KSHM (TV) (46), 3/4/53—Unknown.
Sweetwater, KPAR-TV (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Victoria, KNAL (TV) (19), 3/26/53—Unknown, Best.
Weslaco, KRGV-TV (5), 7/16/53-12/15/53, NBC, Raymer.

UTAH

Salt Lake City, KUTV (TV) (2), 3/26/53-3/1/54, ABC, **Hollingbery.**

VERMONT

Montpelier, WCAX Bcstg. Corp. (3), Initial Decision 10/2/53.

VIRGINIA

Charlottesville, WCHV-TV (64), 1/29/53—Winter '54, **Walker.**
Danville, WBTM-TV (24), 12/18/52-1/15/54, Hollingbery.
Marion, WMEV-TV (50), 4/2/53—Unknown, Donald Cooke.
Norfolk, WTOV-TV (27), 7/8/53-12/6/53, ABC, DuM, Forjoe (granted STA Oct. 16).

WASHINGTON

Seattle, KOMO-TV (4), 6/10/53-12/11/53, NBC, Hollingbery (granted STA Nov. 13).
Vancouver (Wash.)-Portland (Ore.), KVAN-TV (21), 9/25/53-1/15/54.
Yakima, KIT-TV (23), 12/4/52-Jan. '54, Branham.

WEST VIRGINIA

Beckley, WBEY (TV) (21), 6/25/53—Unknown.
Fairmont, WJPB-TV (35), 7/1/53-1/1/54—Gill-Perna.
Wheeling, WLTV (TV) (51), 2/11/53—Unknown.

WISCONSIN

Eau Claire, WEAU-TV (13), 2/26/53-12/1/53, Hollingbery.
La Crosse, WKBH Television Inc. (8), 10/28/53-6/15/54.
Madison, WHA-TV (*21), 10/7/53—Unknown.
Marinette, M & M Bcstg Co. (11), 11/18/53-Unknown.
Milwaukee, WMIL-TV (31), 8/20/53—Unknown.
Neenah, WNAM-TV (42), 12/23/52-12/15/53, Clark.
Superior, WDSM-TV (6), 10/14/53—Unknown, Free & Peters.

WYOMING

Casper, KSPR-TV (2), 5/14/53—Unknown.
Cheyenne, KFBC-TV (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, KTVA (TV) (11), 7/30/53-12/15/53.
Fairbanks, KFIF (TV) (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, KULA-TV (4), 5/14/53-1/1/54.

PUERTO RICO

San Juan, WAPA-TV (4), 8/12/53—Unknown.

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You Can't Sell It If You Give It Away

IN PUBLISHING the results of Kenyon & Eckhardt's comprehensive survey of radio station merchandising services (see Part II of this issue), we are quite aware of the possibilities of misunderstanding, particularly among broadcasters who, for many reasons, do not believe that merchandising is a function of media.

Indeed we have already heard from some quarters the criticism that our publication of the material would be interpreted as an endorsement. Lest that misapprehension become widespread, we must repeat what we have said many times:

We see no reason why merchandising should not be a part of a radio (or television) station's operation—providing the merchandising services are paid for one way or another by the client and are not used as a device to cut rates.

Among advertisers and their agencies there is a natural inclination to demand more and more for less and less. Demands for extra services like merchandising, without compensating payment, have been made and unquestionably will be made again and again.

Where merchandising can become objectionable is in the case of a station acceding to such demands in the competitive struggle to keep an account from staying with or going to another station. The temptation to "throw in" some form of merchandising to clinch the business springs from the same ethics as the temptation to deal below the rate card on a straight time sale.

It is our view that if a station is going to supply merchandising services, it should set them up on a fixed standard, available to all clients at published fees. These fees can be incorporated within the general rates of the station or in a separate schedule of merchandising charges. The method of compensation is unimportant. What is important is that the station gets paid.

The Kenyon & Eckhardt survey would serve a useful purpose if it did nothing more than get the merchandising question out in the open and get stations on record with their attitudes. The longer merchandising is a word associated with secret practices, the longer the present uncertainty will obtain.

North of the Border

BY EDICT of the administration which hopes to balance an out-of-kilter budget, the FCC is pondering various plans for the establishment of a fee system.

The few millions involved, if all of it were retrieved, wouldn't buy a single medium bomber. But it's part of the over-all administration effort to have government pay its own way.

Because there is no precedent in U. S. communications for this sort of levy, we must look elsewhere for guidance. It comes from Canada, in a special dispatch published on page 113 this week.

In the Dominion, which has a dual government-private broadcasting (and telecasting) system, station licensees have always paid annual license fees. They started at $50 per year (a figure talked about here as the maximum). But now the privately-owned stations pay about 1% of gross revenue. A percentage-of-gross would be untenable here. Our licensees pay regular income taxes. Moreover, there are many stations which lose money, and a percentage-of-gross would throw them that much deeper in the red.

Our Canadian correspondent points out that broadcasters in his country feel the initial license fee is not important, because, by one device or another, it constantly increases. "They have found," he reports, "that the existence of a transmitter fee has led to a continually widening control by government departments over station ownership and to securing more and more financial information from stations. They have seen the scope of the fee broaden and its use put to other purposes than originally intended."

Thus, there is a real lesson in the Canadian experience.

It is to be hoped that the FCC, in its effort to comply with the Budget Bureau directive, will avoid a license fee as such, but will confine its charges to filing fees and paperwork costs, spreading these across the entire area of its jurisdiction. If it should decree a license fee or franchise tax, then the obvious corollary would be the issuance of licenses in perpetuity, to be revoked only when the criminal statutes are breached. Stations then would acquire a property right.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Er . . . mind buttoning up your coat? Our NARTB code, you know!"

McCarthy's Commercial Sustainer

THE national radio and television networks may have cause to regret their docile acquiescence to Sen. Joseph R. McCarthy's demand for a half-hour of free time worth $300,000 to answer Harry S. Truman.

As might have been expected, Sen. McCarthy utilized the time last Tuesday night for a purely political speech intended to advance the interests of Sen. McCarthy. In the course of it he lambasted both Democrats and Republicans at such extreme heat that the leaders of either party could, with some justification, demand equal time for reply.

Certainly the justification would be as great as that in the McCarthy case. Mr. Truman spent less than a minute referring to "McCarthyism" in his speech, which was primarily concerned with the central issue that prompted this aerial exchange—the Harry Dexter White case. Mr. McCarthy spent the whole half-hour deriding "Trumanism" and espousing his own candidacy for Republican party leadership.

Undeniably Sen. McCarthy is a powerful political figure, but the possibilities of McCarthy retaliation were not so fearful as to excuse the wholesale knuckling-under by the networks. The capitulation becomes the more difficult to rationalize when one recalls that in effect the networks committed hundreds of affiliated stations to a not too courageous decision in the McCarthy case and to who knows what decision on the demands for further time that may ensue.

Cheerio, and Carry On!

YOU'LL pardon us, old chappies, if we snicker a bit over the white paper issued by Her Majesty's government proclaiming that Britain will have commercial television. But, says the paper, "it will bear no resemblance to the American system."

If we understand the comment of Postmaster General Earl de la Warr, there will be no sponsoring of "whole programs" by private advertisers. Advertisers will merely supply "plugs" (spots, we assume) for insertion in programs after approval by station operators.

We submit, one can't be just a "little bit" commercial. Either it is or it isn't.

But we realize that the Churchill government has a bit of a battle on its hands. The Laborites of the loyal opposition don't care for any new commercial operations when they're staking their lives on nationalization of all of the old. So, we imagine the Winnie-ites are doing a step-by-step job.

The restrictions they propose to throw about the new commercial operations would make our wildest-eyed rigid regulationists cringe. Beyond that, in order to help meet the cost, they propose to increase tv and radio license fees (on each set) from $5.60 to $8.40 a year.

So, as we sail away from the chalk walls, bleak cliffs (or whatever they are) of the tight little British Isles, we say:

Dear Little John Bulls,
Don't you cry;
You'll be full commercial
Bye and bye.

AM – TV – FM

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WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
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